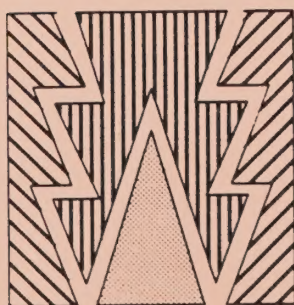


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SANTA ♦ BARBARA
GENERAL ♦ PLAN
LAND USE ELEMENT





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The General Plan was adopted by resolution of the Mayor and City Council on July 28, 1964.

This action provides a guide and a framework for important decisions and policies as the community grows.

The Plan is intended to be flexible and "open minded"; to adjust with the wishes of the majority as conditions and desires of the time will indicate. It is not rigid or unchangeable, but will be reviewed and amended annually.

The City Council does not intend to change any of the zoning in the City as a result of the adoption of the General Plan except where the desire for such a zone change is expressed by the property owners affected. In such a circumstance the General Plan would be used by the City Council to determine the effect of the zone change on the surrounding land and on the community as a whole.

DEDICATED TO THE PRESERVATION OF
THE BEAUTY AND THE HARMONIOUS
RELATIONSHIP BETWEEN THE NATURAL
AND MAN MADE RESOURCES SO THAT
SANTA BARBARA MAY CONTINUE HER
HISTORIC ROLE AS HOME FOR THOSE
WHO SEEK A REFUGE FROM THE
COMMONPLACE.

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To the Mayor
City Council
Planning Commission
and the People of the City of Santa Barbara

This report contains the General Plan for the City of Santa Barbara and the policies and standards adopted on July 28, 1964, to effectuate the Plan. We believe the Plan contains many constructive ideas that will assist the Planning Commission and City Council in their determination of appropriate actions as they guide the City's growth and change in the years ahead.

We recommend that the Plan be kept under continuous review, utilizing it as a living, dynamic device to help maintain orderly and economically sound relationships between land use and public facilities.

We hope that the officials and the residents of your community support the Plan and utilize it to continue the aspirations for excellence expressed by so many of the people with whom we worked.

Respectfully submitted,

EISNER - STEWART AND ASSOCIATES

Simon Eisner

Simon Eisner

ACKNOWLEDGEMENTS

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INTRODUCTION

Santa Barbara has built into its very substance a meaning. A reason for being. The natural beauty of its setting speaks of this meaning. Its history and its past generations of dwellers speak of it. The lavish care with which its inhabitants have placed their works on its earth and its waters speak of it. And we know by the volumes of words devoted to capturing this meaning, and the great variety of opinions about it, that this meaning is not a superficial thing. It is not demonstrable in any overt or dynamic way in the sense that Detroit, for example, can derive its meaning from the influence of the automobile on our society. Likewise, Washington, D.C. exists for the seat of government it harbors and Chicago represents a vital center of commerce and transportation. Rather, what Santa Barbara seems to be saying transcends all of mankind's material sciences, most of his culture. It touches a basic need in man to feel and be reminded of his source, to sense the depth and strength of his roots, and hence to be assured of his own meaning. It offers the experience of man's relationship to his Earth, neither dominating nor being suppressed, but each existing in harmony with the other.

It is a value which cannot be found in all the raw magnificence of nature, nor in the splendor of man's greatest works, for these speak of the Earth's unconquerable power and of man's determination to conquer and control it. Santa Barbara speaks of Earth's gentle persuasion, and of man's respect for it.

It is because of this non-intellectual aspect of its meaning that many have found it difficult to define with any degree of finality. Its meaning is not so much what it is physically, as the effect it has on those who experience it. Hence, any attempt to analyze and interpret it on the basis of simple facts untempered by the warmth of understanding would lead nowhere. This is not to say that such facts have no place in our study of Santa Barbara. They are as important here as anywhere, for Santa Barbara must exist rationally within the scope of our society and deal justly with its economic and political rules. But if that is all it does, then it abdicates its reason for being.

For some years now, there has been an uneasy feeling that the process of abdication has been going on in spite of the hue and cry against it and the many steps forward in the preservation and enhancement of the physical and cultural scene. There is abundant evidence on the land to support this feeling, but perhaps the most telling indictment comes from visitors who, having heard of Santa Barbara and its unique values, come from around the world and are disappointed, for they see a lack of respect for the thing that they have come to experience.

In order to reverse the process of the deterioration of Santa Barbara's meaning, and to establish a guide for future development and policy, the Board of Supervisors of the County of Santa Barbara in November 1960, retained the firm of Simon Eisner and Associates, Planning Consultants, to draft a General Plan for the County. In March 1961, the Council of the City of Santa Barbara followed suit and entered into a contract with Mr. Eisner's firm to develop a General Plan for the City of Santa Barbara. Two members of the Planning Department staff of the City were assigned to Mr. Eisner to work under his direction on the General Plan program. A period of two years was established for the completion of the program, the first year to be devoted to research, the second to the development of the Plan. A similar schedule was established at

the County level, and close relationships between the two staffs were maintained so that the two plans would be as meaningful as possible to each other and further, that the City Plan and the South Coast portion of the County Plan would be, when taken together, a unified plan for the total South Coast.

Throughout the two-year program, every possible effort has been made to maintain an intimate contact with the people of Santa Barbara, for they are the ones ultimately to feel the full impact of changes in their environment. In fact, without this contact, and a consequent mutual understanding, no effective planning is possible. Any General Plan, regardless of its merits, would be simply an academic exercise without the approbation of the people for whom it was designed and who, having arrived at an understanding of its necessity, possess the will to effectuate it.

It is with distinct pleasure that we can report here an overwhelming response and cooperation from Santa Barbara to all phases of the program. The level of interest through a wide range of citizens' groups, improvement associations, business and professional groups and many others has been such as to give the research phase of the program the abundant evidence necessary to determine the consensus of the community and to give valid answers to the questions of what Santa Barbara is and what it aspires to be. We are particularly indebted to the Master Plan Committee for Supervisorial District #2, and to its committeemen and their sub-committees for the various planning areas within the City and its environs. The reports and comments of these Planning Area Committees have been an invaluable source of contact with the neighborhoods, their hopes and criticisms, and their view of the City as a whole. Significant too has been the constant interest and reporting by the *Santa Barbara News-Press* throughout the program.

Without question, the most telling influence on the relationship between the community and the General Plan program has been and is the activities of the Citizens Planning Association of Santa Barbara County. Without the assistance of the C.P.A., much of the effectiveness and scope of the General Plan presentations throughout the community would have been lost. Many factors in the research and planning phases of the program owe a considerable debt to this organization. Indeed, a large measure of responsibility for the very existence of the program can be attributed to the C.P.A. In the years to come, as the Plan is studied, amended and various elements of it are effectuated, it is hoped that the C.P.A. will continue its activities and that the community will give it every possible support.

The following report, then, is a summation of all this activity. Activity by a large representation from the people of the community as well as by the Planning Consultant and his staff who are charged with the responsibility of producing the Plan. It will therefore speak of the meaning of Santa Barbara held in the minds and hearts of its citizens. The degree of truth with which it does this will be the measure of its value and the strength of its influence in the years to come.

SECTION I

GENERAL PLANS AND THE PLANNING PROCESS

In view of all the activity in the planning field since the end of World War II, the new and sometimes confusing rise of the status of the planning profession, the significant growth of planning budgets through all levels of government and the accelerated demand for the creation and adoption of General Plans, it might be assumed that the concept of the General Plan is a child of the Twentieth Century. Nothing could be farther from the truth. Since the time man first gathered together with others of his kind to form tribes, he has drafted and followed plans for the establishment and expansion of his environment. He has always been concerned with the form of his urban place, to use the term loosely, so as to afford the maximum protection, comfort and benefit of the inhabitants. His Plan was usually simple, a product more of tradition, ritual and instinct than of his intellect. But it was sufficient to his needs and within his skill. The difference today lies not in the concept, but in the complexity of the environment, and with that comes the sophistication of the General Planning Process with its comprehensive characteristics concerned with activities of a multiplicity of people and their interests. There are no new ideas under the sun, just fresh interpretation of old ideas.

The General Plan is Not a Law

One of the most important aspects of the modern General Plan is that it is not. It contains no strict provisions for its enforcement nor does it provide for punishment of those who do not adhere to it. We can interpret the spirit of it, but not the letter. In short, it is a statement of policy and is adopted by Resolution of the governing body. As a policy, it serves as a guide to the adoption of laws necessary to carry out its intent. For example, the Zoning Ordinance is a law regulating the use of specific lands. The policy established by the General Plan is used to guide the structure of the Zoning Ordinance and map so that the law will have maximum effectiveness in bringing about an orderly coordinated development of the community. There are many other laws to which the General Plan serves as a guide, such as street widening ordinances, design control ordinances, and subdivision ordinances. These and others will be discussed more thoroughly in a later section as techniques for effectuating the Plan. It further serves as a basis for public expenditures for schools, parks, street improvements, and so forth.

The General Plan is a Comprehensive, Long-Range Policy Guide

The term "General Plan" is used rather than "Master Plan" to emphasize the policy nature of its proposals. Because the Plan is a comprehensive document, covering all aspects of our physical environment, and because it takes the long-range view, it must be general. To illustrate, the Plan suggests a system of circulation based primarily on the existing street system. It does not state right-of-way widths, pavement widths, grades or precise alignments. These more detailed matters must await precise planning in the years ahead.

The General Plan provides a preliminary outline of future growth and development, both through outward expansion and by rebuilding and modernization within. It establishes the framework on which to build. It also identifies and suggests the redesign of malfunctioning elements of the environment. It can be an effective source of fresh and dynamic ideas. By identifying goals, it can be a stimulus to finding new techniques to satisfy those ends. Its goals and objectives are for private as well as public action. Above all, it is an expression of what the people want their environment to be.

**The General
Plan is a
Living
Document**

In taking the long-range view of the future of Santa Barbara, we are not wise enough to predict exactly what will happen nor the rate at which it will happen. The forces now in effect that direct the course of our development are constantly changing. The improvements in our technology, living and educational standards, and the changes in community opinion and in our economic influences will in time outmode many of our present concepts and ideas. For example, it is obvious that ten years ago we could not have been aware that the Federal Government would activate missile facilities at Vandenberg Air Force Base, thus materially altering the labor force and economy of that area. Similarly, we cannot know now in what way this place of employment may be modified or expanded in the years to come. Again, we suspect that because of the adverse effects on our environment caused by the automobile with the air pollution, congestion and usurpation of the land that it causes, that in time it will cease to be the primary means of transportation. Just how and when this will occur, however, we cannot say. Because of these and many other inevitable changes, the General Plan must be reviewed and modified periodically. It must always reflect current thinking. If it does not, it becomes an archaic document, unused, with only historical value.

**The State
Planning
Laws**

There is ample evidence of the concern of the State of California for the orderly development of its cities and counties under the constant pressure of a rapidly expanding population and economy. Article 7, Chapter 3, Title 7 of the Government Code sets forth the authority for and scope of general or master plans. The urgency of the situation is demonstrated by the mandatory nature of the law. Article 7 provides, in part, that, "Each commission or planning department shall prepare and the commission shall adopt a comprehensive, long-term general plan for the physical development of the city, county, area, or region, and of any land outside its boundaries which in the commission's judgment bears relation to its planning." Further, it specifies that "the master or general plan shall consist of a map and a statement describing it and a statement covering objectives, principles, and standards used to develop it; and shall include all of the following elements: A land use element...; A circulation element...; A statement of the standards of population density and building intensity recommended for the various districts...; Supporting maps, diagrams, charts, descriptive materials and reports." The law then goes on to enumerate many other elements which a general plan may contain, but are not required. Some of these are conservation, recreation, transportation, transit, public services and facilities, public buildings, and community design. Some are included in these original studies and others will be added later. Specifically, the elements of schools, parks, recreation, and transportation, and portions of public services and facilities, public buildings and community design elements have been included in this General Plan along with the required elements.

Article 9 of the above Chapter 3, sets forth procedures for the administration of the General Plan and provides, in part, that, "whenever a county or city planning commission and a county or city legislative body has adopted a master or general plan..., no street, square, park, or other public ground or open space shall be acquired by dedication or otherwise, no street shall be disposed of, closed or abandoned, and no public building or structure shall be constructed or authorized in the area to which the master or general plan applies, until its location, purpose, and extent have been submitted to and reported upon by the planning commission having jurisdiction."

**Free Enterprise
For the Common
Good**

In the relationship between the control by government over the matter in which we, as individuals, use our property, and the basic philosophy of free enterprise, there appears to be an inherent contradiction. That is to say, if one were to be interpreted as an absolute right, either by the individual or by government, it would preclude the other. This seems a simple maxim, yet it is surprising how often one hears just such an interpretation being made from one side or the other. The basic meeting ground is, of course, the point of greatest common good. It is an elusive point, to be sure, which must be constantly reestablished and defined, instance by instance. The role of the General Plan in establishing this point is a large one. In addition to serving as a broadly based study to determine just what the common good is, it gives coherent direction and purpose to those controls which it shows necessary to obtain the common good. It does this by relating all of the uses of the land and our various activities to each other, balancing the relative amounts and locations of each to achieve the desired goals. Zoning, for example, in the absence of a General Plan often seems arbitrary. Certainly, zoning changes would be arbitrary without some overall guide, and might, in some instances, be overstepping the point of the greatest common good by granting special privilege.

Inevitably, what is economically sound for the community may not be for all individuals. Planning and governing bodies everywhere are familiar with the situation of a growing community wherein the market prices of land have largely outstripped the economic feasibility of developing it within the zoning regulations. In communities without a General Plan, the tendency is to change the zoning under the assumption that the economic forces creating the situation are more valid than the zoning. This might very well be the case, but the end result of such decisions is to create a land use pattern bearing little relation to the other factors in the community such as schools, parks, circulation, etc. However, in cases where a General Plan exists and is being followed, where the General Plan represents the ordered statement of what the community wants to be, it is reasonable to conclude that the individual finding himself in such a situation has simply paid too much for the land and would have no recourse in the rezoning process unless such a rezoning substantially complies with the General Plan. It can be just as much a guide, therefore, to private enterprise as it is to government. It also represents a sense of stability for people seeking an environment that is not subject to capricious change; thus homes, for example, will not be surrounded by encroaching industry or commerce.

Matters such as the one above cannot be considered separate from all the other functions of a city, for the city is an organic unit. It is a complex structure of interrelated facilities and services, all interdependent, and all affected to some degree from the breakdown or malfunction of any part.

**The Three
Phases of
the
Planning
Process**

The Planning Process is divided into three major phases. The first is research, the second is general planning, and the third is precise planning and effectuation. This report will deal primarily with the first and second phases, but will suggest some items for the third. It is important to restate that none of the phases is ever complete. The research, the gathering, updating and analysis of data, the continuing reevaluation of the community and all its parts must go on in order to provide a sound basis for the constant scrutiny of the General Plan. The General Plan itself must be amended as the times and influences change. The program of precise planning, which really begins after the adoption of the General Plan, is geared to the development of the community and must progress in harmony with it. All of this leads to effectuation and a good, economically sound city -- the end result of any good plan.

SECTION II

THE BASIS FOR PLANNING

The purpose of the first year's program of research was to establish a broad base of understanding and knowledge of what the City of Santa Barbara was, what it is and what it may become. In the process of this investigation a wealth of data has been accumulated which, as it is constantly updated and enlarged in the future, will provide an invaluable source of information about the community, not only for the continuance of the planning process, but for other city departments and civic organizations. In addition to the primary areas of research such as history, culture, economics, physical composition, facilities and services, past and future growth and the social and economic characteristics of the population, the City was divided into neighborhood planning areas, and these have been studied as units within the City. The results of these studies are far too voluminous for inclusion in this report in their entirety. Much of the research data presented herein, is, therefore, a summarization of the detailed studies. These studies are, however, on file in the Planning Department and are available to anyone interested in studying them.

HISTORY

The rich, fascinating story of the settlement and growth of Santa Barbara began with the first visit by land in 1769 when an expedition under Don Gaspar de Portolà, traveling from San Diego to the Bay of San Francisco, entered "La Canal de Santa Barbara" on August 9th. The area, first discovered from the sea by Juan Rodriguez Cabrillo in, 1542, was given the name of Santa Barbara by Father Antonio de la Ascencion, a Carmelite Friar and member of the expedition of Sebastian Vizcaino who visited the region by water on December 4th, the feast day of St. Barbara.

On April 2, 1782, an expedition of some fifty soldiers under the command of Jose Francisco Ortega and accompanied by Father Junipero Serra, left the newly founded Mission of San Buenaventura and marched along the coast to Santa Barbara. Settled around a lagoon, they found the large Canalino Indian village, San Joaquin de la Laguna, ruled by Chief Yanonalit. On the plain which rises gradually from the broad open beach of Santa Barbara, overlooking the Indian village and the lagoon, they decided to build the new Presidio. It was on the 21st day of April 1782.

"... that Father Junipero Serra, clad in alb and stole, stood in a hastily constructed chapel of brush before a roughly hewn table used as an altar. The soldiers then formed a square and, having laid aside their shields and lances, knelt with bared heads while the saintly Father invoked the blessings upon his dedicated group and their undertaking. After the dedication, the cross was raised, Mass was celebrated and a sermon preached."

With these historic ceremonies the City of Santa Barbara was founded.

The Santa Barbara Mission was not founded until after the death of Father Serra, although it was a project always in his mind and desire. Finally, on the 4th of December 1786, the site was consecrated and the Cross raised. The first simple buildings of the Mission were not begun until next year. The Fathers built the missions with the help of the Christianized Indians, creating at the same time a self-sufficient economy. Orchards and vineyards were planted, grain and vegetables were cultivated, flocks of sheep and large herds of cattle were

established, and trade was carried on with the sailing vessels. The Fathers taught the Indians to become artists, to weave, and to make soap, as well as to build their own adobe houses and make the tiles. They supplied the Presidios with necessary goods and also sold to individual soldiers. The remains of a dam in Mission Canyon, the reservoir and the grist mill are evidences of the work of the Mission Indians under the direction of the Fathers.

The Spanish period continued until 1822 when, as a consequence of the Mexican Revolution begun in 1810, Mexico achieved independence from Spain. The Mexican period saw the establishment of the large ranchos by land grants to worthy citizens of as much as 49,000 acres, and the creation of a pastoral economy. This romantic period of great cattle herds, caballeros and haciendas is the basis for much of our historic celebrations such as the Fiesta, the Rancheros Visitadores ride, etc.

Casas of the Pueblo still remained typical of the early Presidio and Mission style -- thick, whitewashed adobe walls with red tile roofs -- although frame structures were soon introduced by the homesick "adopted sons" from New England and the Midwest.

In 1846 the Mexican period ended and the American period started with the march over San Marcos Pass and into Santa Barbara of Col. John C. Fremont and his battalion of 450 soldiers. On April 9, 1850, Santa Barbara became an incorporated American city, by order of the California Legislature. Five months later, on September 9th, California was admitted to the Union as a state.

Discovery of gold in 1848 at Sutter's Mill, and the gold rush which followed, brought prosperity in the 1850's to Santa Barbara rancheros, as their cattle sold for high prices at the mines. At that time, Santa Barbara and the vicinity was infested by bandits such as Solomon Pico and Jack Powers. Many miners returning home and traveling along the coast were murdered and robbed of their gold. Saloons and gambling establishments prospered. The Pueblo's security was endangered for a time until the bandits were forced to seek refuge in Lower California.

Between 1860 and 1870 Californians lost most of their ranchos, due to a series of dry years, gambling, and the inability to repay loans they had made against their property.

The first 75 years of the American period followed a normal course of gradual growth, introduction of technological advances in transportation, communication, building and so forth. At the start of the twentieth century Santa Barbara became nationally known as a health resort. Many of the wealthy visitors who stayed at the Potter, Arlington, Miramar and San Ysidro hotels as guests eventually decided to remain and bought or built large estates in the area. These estates were financial assets to Santa Barbara, as the new residents brought with them an appreciation of Santa Barbara's atmosphere and historic beauty, which was reflected in the Spanish and Mediterranean architecture used in their houses.

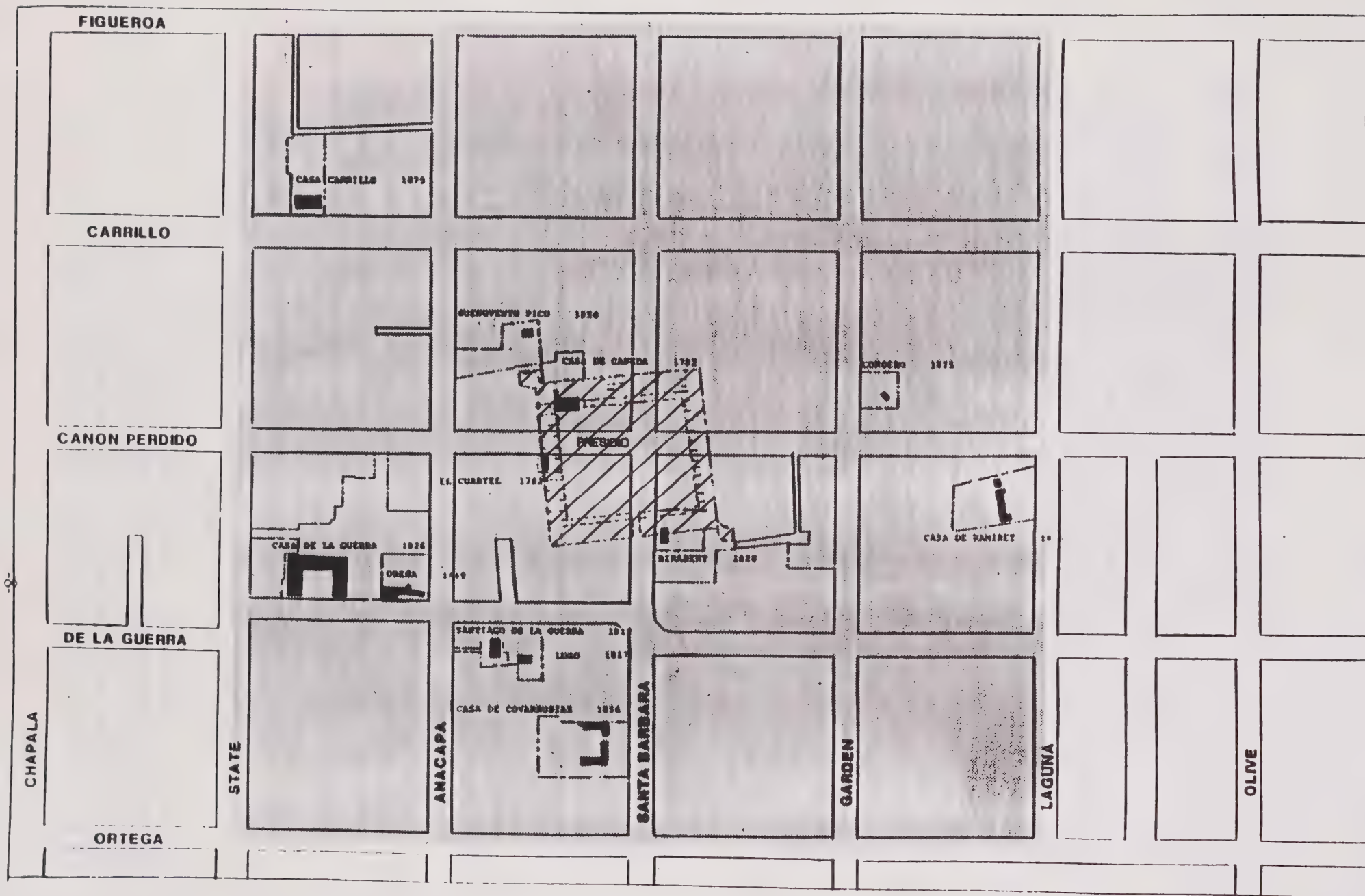
In 1922, the Plans and Planting Branch of the Community Arts Association was formed by Mr. and Mrs. Bernard Hoffman. Under their auspices, restoration was made of the famous De la Guerra Adobe, to show what Santa Barbara might do with an architecture of her own, built up on traditional forms, and appropriate to the landscape, climate and her Spanish heritage. In the next

several years the Museum of Natural History was started, El Paseo and the Lobero Theater were built, and the community celebrated the first "Old Spanish Days," a re-creation under the full August moon of the romantic, peaceful days of a century before.

Then, at 6:23 a.m., June 29, 1925, Santa Barbara was rocked by an earthquake of major proportions. The Old Mission towers were shattered, Sheffield Reservoir was damaged, many homes, business establishments, hotels, churches and public buildings were destroyed, and hundreds of others suffered major damage from the shock. Few brick chimneys remained standing in town. The old Court House, built in 1872, was damaged to such an extent that it was later demolished. Only thirteen lives were lost, even though total damage was estimated between 10 and 20 million dollars. As the community turned to reconstruction, a Board of Architectural Review and an Architectural Advisory Committee were available to advise residents on the work of restoration. The Plans and Planting Branch of the Community Arts Association, under the able direction of Miss Pearl Chase, assisted with free plans and advice, and a beginning was made toward the fulfillment of the dreams of the Hoffman's -- "To make Santa Barbara, California's happiest weave of old Spanish traditions, modern community spirit, and progressive city building...refreshingly different from the typical American small city. It must be... not only beautiful, but distinctive." Santa Barbara, indeed, had been well on its way to becoming a "typical American small city."

Thus was a major tragedy turned into an event of singular beneficence to the future of Santa Barbara. Climaxing the renaissance of Spanish-Colonial architecture following the earthquake, the new Santa Barbara County Courthouse was built and dedicated on August 14, 1929. Unique in its classification of public buildings, it is a blend of Moorish and Spanish architecture -- "a Spanish castle of rare beauty." Through the leadership of Bernard Hoffman and with the assistance of the Architectural Board of Review, State Street was built with California Spanish-style architecture, reaffirming a heritage begun with the founding of the Presidio Real of Santa Barbara. Miss Pearl Chase, working through the Plans and Planting Committee of the Community Arts Association, has exercised a potent influence in maintaining the impetus and direction started by the reconstruction. As a result, Santa Barbara continues, with the inspired assistance of all its civic organizations, to retain its atmosphere and has become known as one of the few communities that has treasured the spirit of its romantic past.

Notable in the growth of Santa Barbara in the twentieth century is Mr. Thomas More Storke, a descendant of Jose Francisco Ortega, the first comandante of the Presidio of Santa Barbara. Mr. Storke, as newspaper owner and editor, was of vital influence in the development of water for the city. He and his associates were responsible for the preservation of our oceanfront for public use and the building of Cabrillo Boulevard. This, with Major Max Fleischmann's gift of the breakwater to the City in 1930, were of inestimable value to the community. These are only notable examples from efforts and gifts of a host of others too numerous to mention.



EL PUEBLO VIEJO AND EXISTING HISTORIC ADOBES



In the mid-1950s the character of Santa Barbara began to change. The rate of population increase in California took on alarming proportions and Santa Barbara felt the pressure. Traffic congestion and the mass building of homes, commerce and industrial buildings throughout the South Coast contradicted the "pueblo" image of Santa Barbara so long held by its citizens. It became apparent that if the image and spirit of its cultural background were to be preserved, new and more effective techniques must be added. Consequently, on March 8, 1960, the Council of the City of Santa Barbara enacted the "El Pueblo Viejo" Ordinance, preserving permanently all historic adobes and buildings of aesthetic significance within a 16-block area, the approximate site of the old pueblo, and designating that all future building and alterations within this area be in either Hispanic, Spanish-Colonial, California-adobe, or Monterey style of architecture.

The "El Pueblo Viejo" Ordinance represents a start toward the full statement in legislative terms of the desire of Santa Barbara to preserve its reputation as one of the nation's most attractive historical cities. As we in this generation honor those who, in the past, have contributed so much to the beauty of our environment, so will future generations honor the efforts now being made to pass along the richness of our heritage intact and, where possible, enhanced.

Old Adobes

In and near El Pueblo Viejo there are fourteen known adobes of significance. These are shown and named on the El Pueblo Viejo map on page 11. Five of these are still used as residences while the remainder are used primarily as offices. All are owned privately or by non-profit corporations. In addition to the protection afforded these adobes by the El Pueblo Viejo Ordinance, the owners have demonstrated an appreciation for the historical significance of them and have, in most instances, made efforts to preserve and display these unique monuments of the past for the benefit of interested residents and visitors.

PHYSICAL CHARACTERISTICS

Geography

Santa Barbara is in the approximate center of a narrow, east-west coastal shelf, about 25 miles in length and located about 100 miles northwest of Los Angeles. From a curving three-mile beach, the central portion of the community rises gradually in a northwesterly direction to form an area of some four square miles, sheltered on the southwest from direct exposure to the offshore winds by rolling hills of 300 to 400 feet in elevation. On the north, the basin sweeps up into the foothills of the Santa Ynez Mountains, the rugged east-west coastal range which divides the South Coast from the Santa Ynez Valley. To the west, the Santa Barbara basin passes between the sheltering hills on the south and the foothills on the north, and into the Goleta Valley. South, and about 30 miles offshore from Santa Barbara, the four Channel Islands -- San Miguel, Santa Rosa, Santa Cruz and Anacapa -- lie parallel to the coast and form a barrier to the heavy seas coming in from the Pacific.

Climate

Santa Barbara's location is at a latitude sufficiently south to be out of the path of most of the Pacific storms which come onto the mainland out of the northwest and rake the coast southward in diminishing degrees. At the same time, it is far enough north to receive precipitation from the nearly spent storms which unleash most of their fury against the coast of Northern California. This geographic location, combined with the modifying influence of the ocean and the protective encirclement of mountains, hills and islands, compose a marvelously mild climate with a mean winter daytime temperature of

65° and a mean summer daytime temperature of 78° with cool nights. With averages of 17 inches of rainfall and 225 sunny days per year, occasional fogs and the infrequent intrusion of blustering storms out of the less protected southeast, Santa Barbara's climate is as much enjoyed for its diversity as for its equability. As if to round out this diversity, an occasional mass of warm, dry air is pushed over the mountains from the eastern deserts, sweeping into the South Coast to remain for a day or so. These are called "Santanos," and occur several times a year.

Geology

The alluvium washed down from the Santa Ynez Mountains and deposited on the coastal plain is predominantly a sandy loam, well suited to the growing of walnuts and citrus. Climatic conditions are most favorable to lemons, the primary agriculture crop of the South Coast.

Earthquake

The destructive earthquake of 1925 was caused by slippage along a fault, of which we have two. One, the Santa Ynez thrust fault, runs east-west along the northern side of the Santa Ynez Mountains, while the other, called the Mesa fault, is on the southern side of the mountains. Santa Barbara rests uneasily between them.

CULTURE

The high regard with which the community views its responsibilities for maintaining a continuing program of education and cultural enlightenment for all of its citizens is apparent in the profusion of culturally directed activities throughout the year. Days are rare indeed that a lecture, drama, classic film, concert, exhibit, or what have you is not offered to the public at a fee no more than a token or entirely free of charge. More often than not, there is a choice of several such activities. Backing this up is a broad and many-faceted schedule of participative activities. These are provided by Adult Education and a host of non-profit organizations offering opportunities for the learning and exercising of a variety of arts, skills, and philosophies. In short, openings abound for one to participate to whatever active degree he wishes in a cultural pursuit of particular interest to him.

One of the effects of this atmosphere of cultural respect is to make the Santa Barbara area still more attractive for the establishment of institutions of education and the arts and, more lately, corporate research headquarters. These institutions not only absorb such an atmosphere, but give back as much or more than they receive, thereby enhancing the reputation of the community as a cultural center. Notable examples include Westmont College, Music Academy of the West, Brooks Institute, the Center for the Study of Democratic Institutions, General Electric's TEMPO, and the Hoffman Research Center.

The largest single influence on the community in this field has been the recent introduction of the University of California campus at Goleta. It is fair to state that the calendar of public events in the South Coast area has practically doubled as a result. With an enrollment of 4,770 in 1962 and a projected enrollment in 1970 of 12,600, it is clear that the influence of the University will be even more strongly felt.

The individuals attracted to this area by such an atmosphere, in addition to its other assets, also have their effect on the construction of a cultural center. We find a wide sampling of cultures and backgrounds in the people who come to Santa Barbara to live. Many foreign cultures, as well as those from other sections of the United States, are well represented.

It is encouraging to note such a strong element as this in the community makeup, for the mind trained in the arts and philosophies and carrying, thereby, a broad view of the human situation will thoroughly understand and aid the efforts of the community to preserve its essence.

THE ECONOMY

Santa Barbara County and its several rural and urban communities do not produce all of the goods and services necessary to sustain the resident population. Therefore, it is necessary to purchase or import certain goods and services from outside the County.

On the other hand the County produces, and has an excess of, certain tangible things that are attractive to persons from outside the County and for which they are willing to exchange money. In essence then, Santa Barbara County is an exporter as well as an importer. To a large degree, the economic stability of the County and its several communities depends on their ability to attract outside money in sufficient quantity to pay for those equally tangible things that are necessary to be bought from sources outside. Moreover, it is highly desirable to have the flow of money coming in equal to, or greater than, the flow of money going out. This is, in fact, directly analogous to our Nation's balance of payments relationship in our trade and dealings with other countries.

During the past three years a countywide Economic Base Study was developed as part of the overall County planning program. An important function of this study was to determine and to analyze the source and amount of "net export income," or the flow of outside money into the local economy.

The principal objective of the study was to provide the planners with an understanding of factors causing growth and development. Further, its function was to provide factual economic data and the relationship between "net export income" and the population supported by it. This investigation was made countywide, on an annual basis, for the period 1940 to 1960. It clearly delineates the principal economic forces causing growth and development and further provides the planners with the relative importance of each. The basic economic forces that produce this net income are as diverse in their substance as is the quantity and quality of the resultant growth and development. The forces are eight in number and include Vandenberg and Arguello Missile Bases; Visitors (tourism); Manufacturing, including research and development; Properties and Pensions; Agriculture; University of California at Santa Barbara (Goleta); Mining -- including oil and gas production; and "Other" -- which includes public works projects, where there is State and Federal government participation. "Other" also includes State and Federal Government employee salaries and similar expenditures paid for by out-of-county sources.

Once the background information had been developed, another study was undertaken to estimate the countywide and regional influences that these basic economic forces might reasonably be expected to have in the year 1980.

There is nothing magic or mysterious about the year 1980. The City, the South Coast, and the County will be in existence long after this date. The year 1980 does, however, represent a date to which population, economic, and budget projections can be made with reasonable accuracy. It further represents a time span in which the present generation will still be active and productive.

Paul Ylvisaker of the Ford Foundation pointed out that:

"A well-run business plans five years ahead, a family the ten-to twenty-year span of their children's education or longer, and government should plan for at least the entire life of the present generation. We need to decide what expenditures today will save money in the future."

Even more important is the preservation of those resources which could not be replaced at any price.

Areas of economic opportunity unquestionably have translations into population. With a population rise goes the obligation of providing facilities, both public and private, to serve the people. Roads, schools, hospitals, libraries, parks, government buildings, shopping facilities, etc., must be planned and funds budgeted in advance of need. Any sound long-range plan must be thoroughly based on reasonable estimates of population growth, which is the result of these economic forces.

A thorough understanding of these factors, over the past twenty-year period, provides the Planners with an insight as to what might be expected in the 15 to 20 years that lie immediately ahead.

The County's South Coast and the City of Santa Barbara contain much of the economic stimulus that creates the County's total "net export income." In 1960 the South Coast produced 50.4% of the total while the City of Santa Barbara singularly produced almost one third (30.3%).

Historically, and until the development of the Missile Bases near Lompoc, the City and the South Coast had even higher percentages. Agriculture, Tourism, and Properties and Pensions have been the foundation of the County's economic base. In 1960 these three elements, countywide, accounted for \$104,200,000 in net export income, or 49.9% of the \$208,800,000 total. The City of Santa Barbara alone generated \$38,360,000 in just the Tourism and Properties and Pensions aspects of the economy.

The City then, with a 1960 total of \$63,916,000 in "net export income," constitutes a formidable force in the County's economy.

The economic base of the City cannot be examined effectively without placing it in this larger frame of reference. Because of the amount of interplay at all levels of the economy between the various communities of the South Coast, a basic income, or "export income," into one of these communities will be significantly felt by the other areas. An excellent example of this is the resultant "export income" produced by the University of California at Goleta. Here the South Coast, in providing an environment and a site for the University is, in effect, "exporting" the values created by this location to persons wishing to use the facilities. For this use money changes hands -- faculty salaries, construction fees, living expenses of students from outside the area, etc. A net portion of this money finds its way into the stream of the local economy and represents what we herein term "net export income." Because of the proximity of the Campus, many of the people receiving this income will live, pay rent or buy property, or will buy goods and services in the City. Thus, of the population growth that this income source will generate in the South Coast, it is estimated that in 1980, 30% of it will occur in the City of Santa Barbara.

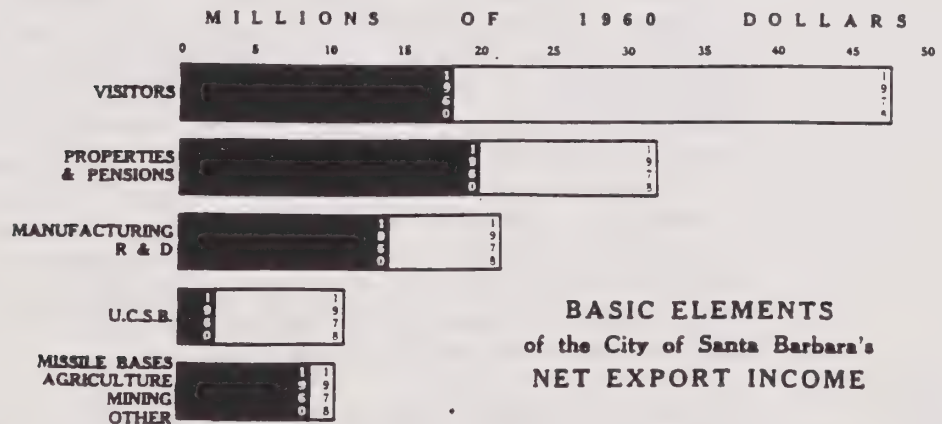
The calculated 1960 value of the estimated projected value of the eight basic economic elements to 1978 are illustrated in the following graph. Population figures are given for April of the second year after the income measurement to account for the lag that occurs in population movement to areas of economic opportunity -- therefore 1978 income results in a 1980 population and 1960 income results in a 1962 population. For reasons of comparison, all income is expressed in 1960 dollars.

From the graph below one may relate these eight basic economic forces in their order of importance.

The Missile Bases, while having a material effect on growth and development in the North County, have not been as influential a cause for growth in the City. The distance factor from the City and the South Coast to the Bases will probably continue to minimize its influence on growth.

Visitors (Tourism), second only to Properties and Pensions as an income source in 1960, is expected to continue in importance to become the dominant force by 1980. The City's geographic location, the sea, the mountains, the historical heritage, all are important factors in causing the City of Santa Barbara to be an attractive place for vacationing individuals and families.

In December, 1962, a trading area survey of the City's Central Business District revealed that 31.2% of the cars parked within the District were from outside the South Coast. This study, even though taken during the winter, still points up the significance of Central Santa Barbara and its ability to attract tourist income.



	NET EXPORT INCOME-% OF COUNTY		POPULATION-% OF COUNTY	
	1960	1978	1962	1980
TOTALS				
CITY	\$ 63,900,000 30.3%	\$122,900,000 28.0%	63,800 32.1%	90,000 25.2%
SOUTH COAST	\$105,300,000 50.4%	\$227,200,000 51.8%	105,860 53.3%	181,000 50.7%
COUNTY	\$208,800,000 100.0%	\$437,900,000 100.0%	198,570 100.0%	357,600 100.0%

Properties and Pensions have been the forerunner in the economy of the City for several decades. Santa Barbara is known throughout the World as a fine place to retire. The City has attracted persons and families from all over the world. Many brought great wealth with them. Their love and feelings for the City can be seen in the structures they have built and the gardens they have planted.

Manufacturing, including Research and Development, while not as dominant as in many communities, is nevertheless important. The Santa Barbara area has never been considered a manufacturing-oriented community. There is, and will continue to be, service and distributive industries serving the growing population. In attracting industries into the City, the General Plan strongly recommends that the quality, location, and overall appearance of any industrial activity be such that it not destroy or detract from the environment.

If the community were to adopt an attitude of encouraging industrial development at "any cost" the result could very well be a decrease in the Tourist and Properties and Pensions aspects of the economy.

The University, discussed above, can be considered along with the Tourist and Properties and Pensions sources of economic activity in that it, too, is dependent on a visually attractive and culturally stimulating community.

Agriculture and Mining are of minor importance in the City. "Other," consisting primarily of activities in which State and Federal Government participation is involved, will continue to be important. These include freeway and harbor construction, civil service employment, etc.

An understanding can be drawn from these discussions of the meaning of the term "industry" as it must be applied to Santa Barbara. All too often the mention of "industry" in Santa Barbara carries with it an image of smog-producing, noisome and visually unattractive manufacturing activities. It is obvious that this sort of activity is incompatible with the three strongest elements of the economy -- Visitors, Properties and Pensions, and the University. We must therefore clarify the definition of "industry" so that we may use the term. "Industry," then, is any activity which produces a net basic income into the area. We can refer to the providing of goods and services to tourists as an activity in the "Visitor Industry." The Central Business District, serving the region as a shopping and business center, is a strong source of income into the City. Similarly, the maintaining of the beauty of the community is an activity of both the "Properties and Pensions Industry" and the "Visitors Industry," for it encourages people from outside the area to come to the community and bring retirement incomes, vacation money, etc., into the local economy. Provisions for the best possible operation of these industries must be made in every element of the General Plan.

Population Growth

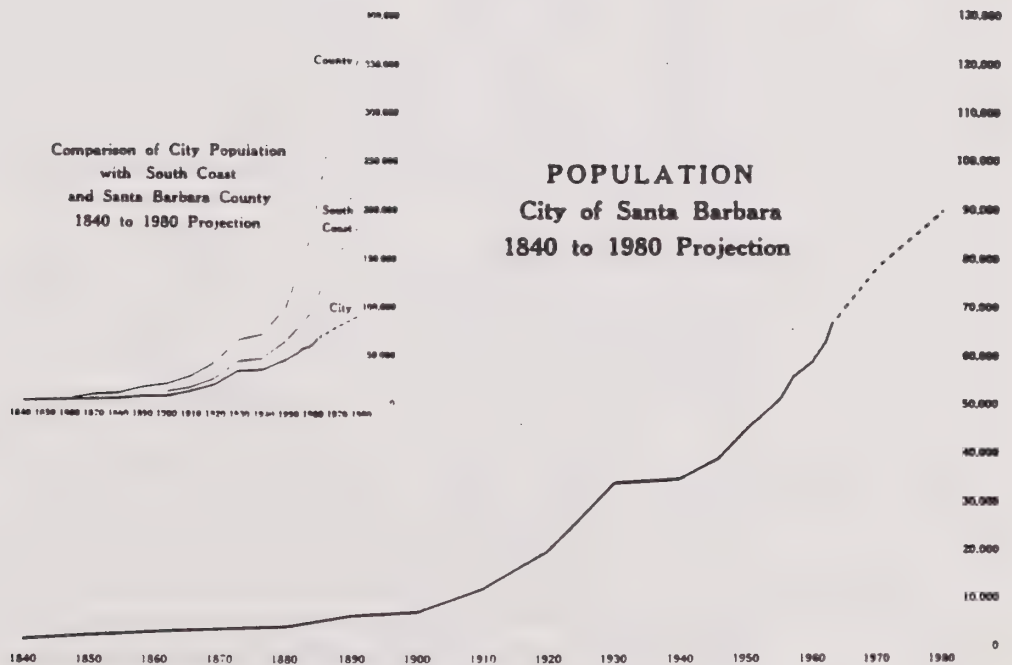
The City of Santa Barbara has had a history of population growth which might be described as gradual, except for a surge of about 70% in the decade following World War I and a similar surge after World War II. Fortunately, these increases have been moderate enough to be absorbable, and the City has not had to contend with the introduction of an overwhelming force such as the Vandenberg-Arguello complex and the attendant severe growth pains.

The sustained growth which Santa Barbara is now experiencing is a result of the natural population increase of the nation as a whole as well as the migration into California from all parts of the country. While the rate of population growth of 31% in the City during the decade between 1950 and 1960 was somewhat less than the 48% growth of the State, the increase in the South Coast of 46% was much more consistent with the State average. It is interesting to note the striking differences in growth rates within various age groups in Santa Barbara. While the age group of 20 to 30 years showed a

decrease of 14% during the 1950-60 decade, the 65 years and over group increased by 71%. This is ample evidence of the importance of the Properties and Pensions economic source to the community.

There is no question about whether or not this substantial rate of population increase will continue into the foreseeable future It will. The problem is not one, therefore, of attracting people to come to the area. They are already attracted, and they are coming. The challenge is to create a situation wherein the people who do come to be a part of the community will be active in and a part of those industries that we have identified as comprising the predominant economic base.

Because of the close relationship between population increase and the basic income of the area, it is possible to attribute portions of the past growth to the various primary economic sources operative at the time. The growth generated by these influences can then be projected into the future and a population estimate made for some future year. The accompanying graph shows such a projection to the year 1980 and a City population at that time of about 90,000. Needless to say, such a projection remains valid only to the degree that the economic forces on which it is based remain in effect.



Employment

The portion of the labor force of the City engaged in various occupations, as reported by the 1960 Federal Census, reflects the composition of the economy as we have examined it. A substantially higher percentage of the labor force in the City, as compared with the State, is employed in retail trade and services, whereas the percentage of employed in manufacturing is substantially less than in the State.

Family Income

The median income of families in Santa Barbara is reported to be \$6,477 by the 1960 census. This is about 4% less than the State average of \$6,726 -- a slight difference when compared to other urban places which range from about 50% to over 200% of the State average. The percentage of families in various income brackets in the City is also quite similar to the State.

THE URBAN DEVELOPMENT

Land Use

In the previous pages we have examined various influential facets of the community -- its history, culture, economy, population, and basic physical background. All of these have interacted through the years, and at any point in time these forces have influenced our activities. In the pursuit of these activities we invariably use the land as a base of operations. We build structures on it for our practical or aesthetic use. We modify it, cultivate it, create it from the sea, despoil it, beautify it, or abandon the use of it as our needs dictate. We have seen how the architectural control imposed on the construction of buildings is a manifestation of our history and culture, and how this type of architecture is derived from a period of our history wherein climate and the building materials provided by the land were of primary influence. The intensity and location of commercial and industrial development and use of land is mostly controlled by economic factors, modified to varying degrees by history, culture, attitudes, and topographical features. In a similar manner, all land use is the result of a balance of these factors, a complex physical record combining expressions of all that the community is or has been.

The thorough examination of land use, then, is the most important study of the research phase of the planning process. The study is divided into three phases. First, the survey in the field of all land within the City and its immediate environs and the recording on a map by use of color symbols the use of each individual parcel of land. Second, the tabulation in terms of land area of the amount in the various land use categories and the further breakdown to the amounts within the various zoning ordinance classifications. Third, the evaluation and interpretation of the existing relationships. Thus, we are able to see the location and intensities of uses by examination of the land use map, and to relate the quantity of any use to the land use zone in which it lies, the total amount of any use to its appropriate zone, and the predominant locations of specific uses relative to its appropriate zone. In this way a clear and documented statement can be made regarding the effectiveness of any zone either in terms of land area or location.

In the later section of the report dealing with the land use element of the General Plan reference will frequently be made to results and observations of the land use survey and tabulation in more specific detail as it relates to various proposals of the Plan. For the present, the broad picture of the land use makeup of the community will be discussed.

A static picture of land use covers only one point in time. To keep in touch with the constantly changing form of the city, land use information must be

updated and compared over a period of time. A direct result of an updating program is the ability to document trends of development occurring in the community.

The first comprehensive updating of land use data since adoption of the General Plan in 1964 took place during 1969. Changes in the relative importance of the basic land use categories are:

TRENDS IN CITY LAND USE

	1961		1969	
	<u>Acres</u>	<u>%</u>	<u>Acres</u>	<u>%</u>
Open	3,648	34.6	2,984	27.7
Residential	3,482	33.0	4,118	38.2
Commercial	383	3.6	475	4.4
Industrial	162	1.5	167	1.6
Institutional	176	1.7	238	2.2
Public Facilities	952	9.1	953	8.9
Circulation	1,740	16.5	1,836	17.0
<hr/>				
TOTALS	10,543	100.0	10,771	100.0

Open

Almost 86% of the vacant land is in the low density residential areas, as would be expected. The proportion of vacant to developed land increases as the topography becomes steeper so that in areas such as the Mountain Drive section in the north end of the City there is practically no development. If all of this vacant land in the City were to be developed to its maximum capacity under the existing zoning, it would hold an additional population of approximately 30,000. This, however, will not occur. Schools, parks and other public facilities, institutions, and other non-residential uses will occupy substantial portions of the land. Also, while it is theoretically possible, residential development seldom approaches the greatest permitted density, particularly in the hillside areas.

A figure of approximately 19,000 would be more reasonable as a probable ultimate capacity. Comparing this to the expected 1980 population of 84,000 indicates that much of the population growth will be accommodated through the more intensive development of land already in use rather than by new development on vacant land. The amount of open land in the City has decreased 18.2% since the 1961 survey primarily as the result of building activity in the low density residential category.

Residential

In the 1969 land use updating, an attempt was made to relate residential data on the land use map to residential zones in the zoning ordinance insofar as lot sizes are concerned. The minimum lot size for single-family structures under the zoning ordinance ranges from 6,000 sq. ft. to 38,000 sq. ft. in six classifications. These six classes were combined in the land use survey into four groupings based on a range of lot sizes: less than 7,500 sq. ft.; 7,500 to 14,999 sq. ft.; 15,000 to 37,999 sq. ft.; and 38,000 sq. ft. or more. On the land use map these densities have been recorded in terms of square footage of net lot area per dwelling unit.

A significant observation of the results of the tabulation is that in the R-2, R-3 and R-4 zones, relatively little of the land is used for the intensity of residential use permitted by the zone. For example, in the R-3 zone, 15.6% is used for multiple dwellings (three or more families). Adjusting for public facilities and streets, only 21.3% of the net available land in the R-3 zone is used as intended. This would seem to indicate deficiency in the zoning pattern, a misuse of land, or both.

We also find a large proportion of the non-residential land being used for residential purposes. Once again, either an inappropriate zoning pattern or the misuse of land, or both is involved.

Most of the residential land is used in the low density range. This bears out the conception of Santa Barbara as a community of single-family homes. The General Plan Citizens Goals Committee has stated that the community must remain so, in order to maintain its values.

Since 1961 the amount of land devoted to residential use has increased by 18.3%. The bulk of this increase was in single-family uses (83%) with two-family and three or more family gaining 4% and 13% respectively.

Commercial

The commercial uses, which make up 4.4% of the land in the City, are found to be held fairly well within their appropriate zones. There is a broad degree of latitude, however, in the zoning which permits commercial activity. There are about 1,365 acres (exclusive of streets) zoned to permit commercial activity in the City, including the R-4 zone which allows hotels and some related commerce. Compare this to the total of 491 acres used for commercial purposes, also including hotels and motels. Some commercially zoned areas contain few, if any, commercial uses. These will be discussed in detail in a later section. The resulting dispersal of commercial activity through a large area is apparent on the land use map. A notable exception to this is the solid commercial use in the Central Business District.

The bulk of the 24.0% increase in commercial uses since 1961 is attributed to the construction of La Cumbre Plaza shopping center in combination with other smaller scale retail and office developments throughout the City.

Industrial

Here, as in the commercial zones, a considerable intermingling with other uses is noted. While the total amount of land zoned M-1 for industry seems to be in proper proportion to the total used, a large question exists as to the appropriateness of its location relative to other uses or potentials in the community and as to the types of uses contained in it. This relationship, rather than the efficiency of the zone, is the significant factor in evaluating the industrial areas and it will be discussed in the appropriate sections of the General Plan. Land allotted in industrial uses shows only a slight increase in area (3.1%) since 1961.

Institutional And Public Facilities

These categories, which include churches, hospitals, schools, parks, reservoirs, and the like are primarily adjuncts to the residential areas, and will be found in all parts of the City. Governmental administrative functions are properly found in the centrally located Civic Center. Most of these uses are in the vicinity of "El Pueblo Viejo." Annexation of St. Mary's Seminary above Skofield Park was responsible for the sizeable 35.2% increase in institutional land uses since the 1961 survey.

Streets and Highways

While the percentage of total area of the City devoted to streets and highways is at a reasonable level now (16.5%), this will increase as vacant areas are developed; in 1961 only 15.5% of the City area was in this category. In the downtown area on the other hand, the area devoted to streets is around 25%. Fewer streets, fewer intersections, and broader main traffic carriers could result in a far more efficient circulation pattern. We have inherited the existing street pattern from an age with entirely different requirements.

Circulation

U.S. 101, whose primary function is to carry intercity traffic from San Diego to Seattle and points between, also serves many communities as their primary intracity carrier. In the South Coast, U.S. 101 is the backbone of the circulation system, running through the middle of the coastal shelf from Rincon Point to Ellwood. As it passes through Santa Barbara, it divides the oceanfront area from the Central Business District and Civic Center, providing good access to both from other parts of the region. Within the City itself, U.S. 101 has no parallel system to aid in carrying traffic between the east and west ends of the community. It, therefore, serves most of the crosstown traffic and much of that between the downtown area and the east and west extremes.

The "Foothill Road" system, variously known as Cathedral Oaks, Foothill, Mountain, Stanwood, Sycamore Canyon, East Valley Road, Toro Canyon, and Casitas Pass, is a secondary State Highway (192) paralleling U.S. 101 and providing an access to the South Coast at the east end from Ojai, and at the west end by way of San Marcos Pass from the Santa Ynez Valley.

The system of streets within the City itself, laid out by Salisbury Haley in the last century, is a grid system of 60-foot rights-of-way at intervals of about 510 feet. This system has been supplemented, altered, and in other ways cut to fit the needs as they arose. Techniques of widening, signalization, and one-way streets have been employed in an effort to make some of these streets, designed basically for local circulation of horses and buggies, perform the function of major traffic carriers. Though these techniques have given some relief to the problem, congestion is increasing and promises to become an even greater source of concern in the future as the City grows.

In view of the tremendous impact which the automobile has on the urban scene, basic deficiencies in the existing system of streets can be summarized as:

1. The use of all streets for a multiplicity of purposes -- movement, parking, commercial frontage, pedestrian movement, automobile access to residential garages, etc.
2. The conflict of movement every 510 feet between vehicles and between vehicles and pedestrians.
3. Lack of continuity of through-traffic carriers.
4. Inadequacy of rights-of-way on major streets to serve the multiple uses imposed on them.

Transportation

Santa Barbara is served by the Southern Pacific Railroad between San Francisco and Los Angeles with six passenger trains daily, by the Greyhound Bus Lines with 21 schedules per day, and by two airlines, Pacific and United. The train depot is located in the oceanfront area, the bus depot in the downtown area, and the airlines terminal in Goleta.

Local bus transportation is provided by the Santa Barbara Transit Lines, operated by a private company under franchise from the City. Because of the low-density, residential character of the community, use of the facility is minimal and results in inadequate schedules and routes in most of the residential areas. In consequence, the company is constantly on the brink of insolvency.

Public Facilities

Schools

In the Santa Barbara planning area there are three Elementary School Districts, with a total of 15 schools, and the Santa Barbara High School District with three junior high schools and two high schools. Size, location, enrollments, and capacities for each are given in the accompanying chart.

PUBLIC SCHOOL DATA AS OF SEPTEMBER, 1963

Name of School	Size of Site, acres	Enrollment	Capacity
Elementary Schools			
Adams	10	374	480
Cleveland	8.5	315	300
Franklin	7.1	778	860
Garfield	3.27	338	390
Harding	5.12	641	750
Jefferson	3.00	344	355
Lincoln	2.32	391	420
McKinley	10	527	600
Monroe	9.3	485	480
Peabody	6.77	368	750
Roosevelt	4.08	520	500
Washington	8.2	540	600
Wilson	2.97	425	550
Hope	10	763	900
Cold Springs	4.4	238	225
Vieja Valley	10	445	500
Junior High Schools			
La Colina	42.1	1,574	1,300
La Cumbre	22.87	1,538	1,380
Santa Barbara	16.35	1,406	1,410
High Schools			
Santa Barbara	39.04	2,235	2,100
City College			
Santa Barbara	44.01	1,608	1,150

Standards subscribed to by the Santa Barbara School District call for a site of 10 acres for an elementary school, 20 acres for a junior high school, and 40 acres for a high school. Many of the elementary schools are considerably below this standard, and will be limited in expansion possibilities without the acquisition of more real estate. The Board of Directors of the Santa Barbara School District has indicated a desire to maintain enrollments in elementary schools between 400 and 600 students, in junior high schools between 1,000 and 1,400 students, and in high schools between 1,800 and 2,600 students. These standards compare favorably with those observed in areas with more intense growth rates. Sections of Los Angeles, for example, accommodate 800 to 1,000 students per elementary school.

Parks The land use inventory shows about 265 acres of land used for park purposes within the survey area. While such a figure might seem to agree with the standards of the National Recreation Association, it becomes meaningless when an examination of the location, type and potential of the facilities is compared to the distribution of the people they are supposed to serve. Santa Barbara has a great variety of Special Use Facilities such as the beach, Bird Refuge, Municipal Tennis Courts, golf course, Laguna Ball Park, etc. These are, of course, vital facilities, but regardless of how well developed or how much acreage they contain, they do not serve the equally necessary function of neighborhood or community parks. It is in these two categories that the City is greatly deficient, both from the standpoint of available sites and improvement at existing sites.

The following definitions of types of park facilities have been adopted by the City's Parks, Recreation and Planning Departments and Commissions, and are used in the General Plan studies and proposals as the governing criteria.

Playlot A playlot, or tot-lot, is a small area planned for the imaginative, creative, and sometimes vigorous outdoor play of pre-school children. It supplements the home by providing experiences not possible at home and is perhaps most usable in multiple-family developments. It is located within a very short walking distance to all families it is intended to serve. If separate from a neighborhood park or community park, it may be supervised and is sometimes developed by parents.

Within an area of 5,000 and 8,000 sq. ft., the facilities include pre-school apparatus, sand area, grass area for free play, area for mothers, shade structure, restrooms, and landscaping.

Neighborhood Parks In general, a neighborhood is an area served by an elementary school. The service area is ideally one-quarter mile in radius (walking distance) and serves a population of 3,000 to 5,000. A neighborhood park can be a combination school and park that provides space primarily for outdoor recreation activities and not usually under supervision, although supervised activities are not to be excluded. The neighborhood park is planned primarily for children from 5 to 14 years of age and for family groups and usually includes an area for pre-school children.

Six acres are required when developed with an elementary school; 10 to 12 acres when developed separately. Facilities include pre-school play area, grass space for open free play such as softball and football, wading pool, limited picnicking facilities, passive areas, landscaping, restrooms, and shade structures. Limited offstreet parking might be included if inadequate distribution of neighborhood parks causes automobile transportation.

Community Parks A community is a group of neighborhoods, served by one or more secondary schools, and forming a recognized section of the City. Community parks are planned primarily for young people and adults, providing outdoor and indoor facilities to meet a much wider range of recreation interests than the neighborhood park. A community park is usually served by public transportation.

Community parks require 20 acres when developed with a secondary school and 32 acres when developed separately. Facilities include: swimming pool, baseball

field or fields, large grass areas for open free play, tennis courts, picnicking, senior citizen facilities, community center and youth building, passive areas, landscaping, and offstreet parking.

City Parks

A city park is intended to serve the entire city. It provides major recreation facilities not usually duplicating those provided in other recreation areas, but some that may be duplicated on a grander scale.

Facilities include: sports center, water areas for boating, large garden areas, tennis courts, swimming center, extensive passive and picnicking areas, large play areas, vistas, community center buildings, and perhaps some special uses.

Special Use Facility

A special use facility usually provides space for a single activity, although it may accommodate several closely related activities and is not generally considered as part of the park system, even though it may provide a type of recreational activity.

Examples include: beach areas, golf course, sports center, major stadium, outdoor theatre, zoo, botanic garden, and museum.

Such a special use facility does not include the necessary ingredients to qualify as a park and therefore is developed in addition to and for the purpose of supplementing the park and recreation program.

POLITICAL CHARACTERISTICS

Governmental Structure

The City of Santa Barbara is a Charter City, with a mayor and six councilmen. The mayor is the administrative head of the City, presides at Council meetings and holds the tie-breaking vote, but has no veto powers over the actions of the Council. During the 1950s the City inaugurated an administrator-council form of government, operating under it for several years, then rescinded it in favor of the present form.

With the exception of the Police and Fire Commission, which has full authority for the management of the Police and Fire Departments, the City's commissions -- Planning, Park, Recreation, Harbor, Airport, Public Works, and Parking -- have no powers beyond those granted by state law, and operate in an advisory capacity to the City Council.

Zoning

The first Zoning Ordinance for the City of Santa Barbara was adopted in 1925. A considerable number of amendments were made to it until, in 1957, a new ordinance was adopted which contained much of the old ordinance in essentially the same format and embodying similar philosophies. This new ordinance has been, in turn, amended many times since in an effort to provide for the advantage of new techniques in land development.

Except for the M-1 zone, which disallows residences, the ordinance is a "cumulative" one -- that is, less intensive uses are permitted in more intensive zones. This feature has had the effect of allowing a mixing of land uses in many areas of the City.

In addition to the Land Use Zoning Ordinance, the City has enacted ordinances governing subdivisions, signs, excavations, architectural harmony, and lot splits in an effort to regulate land use and enhance the community appearance.

Street-widening ordinances are in effect on a few of the heavily used streets. The proposed widening is usually 10 feet on either side to provide for reasonable light and air when the streets are eventually widened from the present 60-foot right-of-way to 80 feet. The Uniform Building Code of the International Conference of Building Officials is used with few modifications.

THE CITY IN THE REGION

At various points in the discussion we have touched on the relation between the City and the South Coast. We have seen how closely related the communities are to each other economically, and how the area is limited in size and scope geographically. It is clear that the unity of the South Coast is more positive and compelling than that of any of its parts. As in most natural regions such as this, however, there exists the political boundaries of cities, school districts, water districts, sanitation districts, conservation districts, etc., which in large measure do not respect this natural unity and tend to divide the region into unnatural and less effective areas of jurisdiction. While such divisions were created, for the most part, for good cause, means must be found to minimize conflicting and often costly effects of this overlapping on sound development for the total South Coast environment.

GOVERNMENT FACILITIES

Most of these facilities, located in the historical center of the community, form the basis for a Civic Center. Included are the County Court House, County offices, City Hall, State offices, Federal offices, Police Station, Headquarters Fire Station, Main Library, School Administration, and Main Post Office. The City's Park, Public Works, and Water Department offices are located just outside of this central area, about three blocks from City Hall. Such a displacement creates difficulties in efficient coordination between these departments and others in the City government. Certain other government offices, such as the Harbormaster and the Airport Manager, are located elsewhere for obvious reasons.

This very strong nucleus of a Civic Center is ideally located adjacent to the Central Business District. Major commercial uses such as banks, title companies, legal offices, investment and brokerage houses, professional offices, etc., are naturally attracted to the Civic Center and the Central Business District, and their presence strengthens both.

Water Supply

Excess water from the Santa Ynez River is impounded in three reservoirs and is diverted to the South Coast by conduits through the Santa Ynez Mountains. Distribution in the City is by the City Water Department. It is estimated that the existing water supply is adequate for about 20 years, assuming a South Coast population in 1980 of around 190,000. In order to assure an adequate supply beyond 1980, the County Water Agency has recommended that the County participate in the State's Feather River Project.

Gas and Electricity

Provided by the Southern Counties Gas Company and the Southern California Edison Company.

Sewerage

Sewerage facilities are provided by the City to all but a few outlying, low density residential areas. The treatment plant is located in the industrial area and is operating at 75% of capacity. Effluent is discharged into the ocean.

Refuse Disposal

Franchised by the City to the Sanitation Service Company. The Sanitation Service Company disposes of its collections in the sanitary fill on Los Positas Road operated by the City.

Private disposal of refuse is accommodated by the County-operated sanitary fill on Cathedral Oaks Road.

**PRINCIPLES
AND
GOALS**

The foundation of any workable plan is a valid purpose. As a community progresses and changes, particular standards, statements of policy, or even actual laws may become unclear because of a change in the environment or atmosphere in which they were created. It is essential to back up such expression with a clear definition of the purpose underlying their establishment. In many ordinances an introductory paragraph is inserted to establish the "legislative intent," so that in the event of future questioning of the language used in the law, a court can go back to the statement of intent to discover an appropriate interpretation. In the same way, with a **General Plan**, it is essential that the intent of the community be identified so that future questioning of the meaning of a particular portion of the Plan can be tested against the statement of principles and goals upon which the plan is based. A principle is, by definition, a "comprehensive and fundamental law, doctrine, or assumption." A goal, on the other hand, is an "end toward which effort is directed." Both the end result identified by a goal and the effort necessary to reach it are prescribed by the underlying principles. These basic principles, or fundamental assumptions, for the City of Santa Barbara, are as follows:

1. The consensus of the community -- the people who are the community of Santa Barbara -- shall determine the future of Santa Barbara's environment. The community is prepared to take a positive stand and make the sacrifices necessary to frustrate any who would divert or corrupt the proper quality and form of development.
2. The community denies that the law of supply and demand is uncontrollable, that its frequent effect of creating blight in areas deserted for more lush commercial pastures is unavoidable. This basic economic law, while valid in its general application, shall and has always yielded to the will of a determined community.
3. There are other and more important values in Santa Barbara than material wealth. Santa Barbara's natural resources are its clean air, uncontaminated beaches, scenic views, and its cultural and historical background, rather than the oil or mineral deposits that may lie underneath its surface. Along with growth comes responsibility to preserve the reason for growth. The philosophy that dollar profit is everything, to the end that a few would take all they can get while despoiling assets and giving nothing in return, is inimical to the best interests of Santa Barbara.
4. Planning for the future is an indispensable tool in guiding community growth and improvement along a proper course.
5. The community must select and promote its economic base in a manner responsive to these principles as well as to the fact that the community must exist rationally within the overall economic system of which it is a part.
6. Santa Barbara is and should continue to be primarily a low-density residential community.

7. The most effective form and operation of local and regional government for the entire community, without favoritism to any special interest, must be promoted and maintained.
8. It is essential to protect the historic, architectural, and natural qualities of Santa Barbara's environment and to preserve the ecological balance of all life systems with which we coexist.
9. The provision of a diverse circulation and transportation system, wholly responsive to these principles, is a necessary function of government.
10. The interests of the residents of Santa Barbara must be maintained in a priority position.

Goals

In 1970, the City Council appointed a "Citizens General Plan Goals Committee" and gave that committee the charge of developing a set of goals for the community of Santa Barbara. In April 1971, the committee issued its report which was subsequently adopted by the Planning Commission and City Council as an official statement of City policy. That report is herewith made a part of this General Plan and is designated as the statement of goals for the community, responsive to the principles stated above, and upon which this General Plan is based. Following is a summary of these adopted goals.

Planning Goals

Dedicate City policy to effective and creative planning for the future.

Commence a comprehensive planning program for the City including all appropriate technical and intellectual disciplines and all cultural and economic segments of the community.

Social Goals

Encourage the widest possible citizen participation in local government.

- Welcome and encourage minority group participation in City government.
- Revise qualifications and limitations for elective and appointive positions to allow participation by electors presently precluded because of age, income, or duration of residence.
- Council and Commission should meet in the evening, as necessary and appropriate, so that all citizens can take part.

Institute a broad, communitywide, implementation-oriented program for the redress of social problems emphasizing causes, such as lack of educational and employment opportunities for the economically disadvantaged, rather than symptoms. Make provision for the Community Relations Commission to be adequately funded and staffed with competent personnel to accomplish this goal.

Ensure that actions of local government are fully responsive to social problems as well as to physical, economic, and political problems.

Economic Goals

Promote the economic health of the City by encouraging activities and improving qualities in the City which stimulate the vitality and appropriate growth of the following elements of the economic base.

- **Properties and Pensions:** Revenues resulting primarily from pensions and ownership of property outside the area by Santa Barbara residents.
- **Visitors and Tourism:** Including business and conference visitors as well as vacationers and tourists.
- **Research and Administrative Centers:** Offering local employment and payrolls with funds coming to Santa Barbara from outside the area.

**Population
Density
Goals**

The ultimate population and number of dwelling units must not exceed the level provided for by the current General Plan for the City of Santa Barbara.

Institute comprehensive studies to determine the effect of this population density on people from the standpoint of all environmental factors. In response to the results of such studies, reduce the maximum density to whatever extent required to ensure the community a physically, mentally, and morally healthful environment.

**City Character
and Quality
Goals**

Maintain the character of Santa Barbara primarily as a low-density residential community.

Continue the policy of neither encouraging through incentives nor discouraging by penalties cluster and planned unit developments in single-family areas.

Extend the City's architectural review and control to include single-family residential tracts and hillside grading and development. Exercise more control over roof design and materials.

Require landscaping and maintenance in all developments. Limit the removal of substantial trees.

Prohibit pole signs, garish illuminated signs, and other obtrusive displays. Require the eventual removal of all non-conforming signs.

Recognize the tremendous threat to the community's environment that is presented by all forms of pollution and institute strong programs for the elimination of such abuses, regardless of cost.

Develop a program to achieve maximum recycling of the resources and goods used in the community.

Establish development, performance, and location standards for automobile service stations to bring them up to a quality level consistent with a desirable Santa Barbara standard and stop the unnecessary proliferation of service stations along the major streets in the community.

Strengthen the El Pueblo Viejo district by limiting it to include only those areas of significant historical interest, by broadening the involvement of the Architectural Board of Review and the Advisory Landmarks Committee and by recording and preserving in cooperation with the County, all individual sites and buildings of historical importance throughout the South Coast area.

Exercise all available municipal powers to achieve the undergrounding of all overhead utilities in the community before the end of this century.

Local Government Unification Goals	<ul style="list-style-type: none"> • Short Range: Simplify the present City boundaries by encouraging annexation of unincorporated islands and peninsulas of land contiguous to the City. • Intermediate Range: Merge, under one government, the City of Santa Barbara and the residential communities of Hope Ranch and Montecito. • Long Range: Support the establishment of the best possible government for the South Coast area, from Gaviota to the Rincon.
Building Height Goals	<p>Incorporate the current building height limits into the City Charter.</p> <p>Maintain the building height limits currently contained in the City Zoning Ordinance.</p>
Transportation Goals	<p>Provide a mass transit system, in cooperation with the County, to include:</p> <ul style="list-style-type: none"> • Express bus service throughout the South Coast area. • Local collector service. • Bicycle and automobile parking facilities terminals. <p>Provide a major street system adequate to serve the City's projected population at a level of service below that which would allow the free flow of peak hour traffic. Provide that the design of the circulation system be responsive to the following principles:</p> <ul style="list-style-type: none"> • Use innovative design in future circulation system elements, providing a departure from the standard grid system. • Remove on-street parking as the first technique, before widening or other physical improvement, to increase the capacity of any street. • Do not expand the freeway beyond six lanes. <p>Prepare comprehensive and specific plans for all City-owned property at the Municipal Airport. Cooperate with the County of Santa Barbara and UCSB in planning for the unincorporated areas related to or affected by the Airport operations. Provision should be made for:</p> <ul style="list-style-type: none"> • Airport facilities, including uses directly related to aeronautics. • Uses not related to aeronautics where appropriate. • Uses of private lands affected by airport activities.
Harbor and Shoreline Goals	<p>Prepare and adopt a comprehensive plan to guide development and use the shoreline and water areas.</p> <ul style="list-style-type: none"> • Investigate the feasibility of an inland marina. • Determine the best balance between interests of all harbor users, including those who use the harbor for walking and viewing and the optimum recreational usage of resources available.

- Determine the optimum balance between areas devoted to beaches, harbor, and parks.

Provide a harbor, wharf, beach, and ocean-related environment for the entire community through retention of all publicly owned waterfront property for public use and by the appropriate improvement and maintenance of these facilities. Leases of public lands should only be granted, renewed, or extended for marine-oriented use, except uses inconsistent with other goals contained herein, such as activities associated with oil exploration and/or production.

Establish and enforce a water quality standard designed to preserve the ecology of harbor and shoreline waters and control all forms of water pollution.

For further elaboration, discussion, and statements of implementation necessary to accomplish these goals, reference is made to the report of the Citizens General Plan Goals Committee, April 1971, entitled "City of Santa Barbara - Goals."

SECTION III

THE GENERAL PLAN

The General Plan outlines a rational order of progress through which the City can grow and maintain an economic and environmental integrity. It suggests opportunities for growth and change which will enhance the natural beauty of our setting. Changes in our economy and technology will exert pressures and the Plan will take advantage of them, maturing and growing with the years. But the very foundation underlying the Plan, the principles responsible for its creation, must never change. For all foreseeable time, those principles will be as valid as they are today, and should be the bases for judgment of all efforts to reshape and alter the Plan.

THE HEART OF THE CITY

The bulwark of Santa Barbara's economy is its tourist industry and its attractiveness as an area for retirement. The cause and sustenance of these economic forces is, in large part, concentrated in and typified by the waterfront area and the civic, historical, cultural, and business center of the community. This is the heart of the community -- the image envisioned when one thinks of Santa Barbara. It was the site of the Canalino Indian Village and the Presidio. The Old Mission was founded on a gentle hill overlooking these rough beginnings. In modern days it is the focal point of most of the City's activities -- the area in which most of the efforts to retain the meaning of Santa Barbara have been concentrated.

It follows, then, that this area is the heart of the Plan. Here will be found the more dynamic proposals -- the major re-evaluations -- the most significant challenges for the future.

The Harbor and Shoreline

The waterfront area of the City of Santa Barbara, extending over three miles from the Bird Refuge to the Mesa bluffs, is uniquely important to the economic base of the City and plays a major role in setting the character and quality of the community. The City is fortunate in that previous generations, recognizing the inherent importance of the shoreline to the City as a whole, have preserved all of the land on the ocean side of Cabrillo Boulevard, as well as a park strip to the north between approximately Los Niños Drive and Santa Barbara Street, in City ownership. The retention of the shoreline area for the general public, the extension of that ownership where appropriate, and the preservation and improvement of the shoreline for full, balanced public use must be a continuing City policy. The relationship of Santa Barbara to the ocean must remain open and free of impediments in order to permit the maximum enjoyment of the natural qualities available.

To take best advantage of the amenities offered by the shoreline, adjacent lands must also be carefully planned for appropriate uses and activities. The railroad yards and main line and the heavy industrial uses now located close to Cabrillo Boulevard must eventually be relocated to more appropriate areas and the land freed by this be converted to shoreline-oriented uses. The new wastewater treatment plant, located between Cabrillo Boulevard and the freeway, must be suitably designed, landscaped, and operated in a manner which will enable it to coexist compatibly with the shoreline-oriented uses. The lands on each side of the wastewater treatment plant, toward the proposed site for Market Housing to the west and the Hotel-Conference Center to the east, to the extent possible in context with market conditions, should emphasize ocean-oriented industries which require a close-to-the-water location. Such activities as boat building and

repair facilities, seafood processing plants, surfboard manufacturing, sail making, and a variety of other ocean-oriented businesses and industries would be most appropriate.

The adopted goals for the City of Santa Barbara recommend the preparation of a comprehensive and specific plan to guide development and use of the shoreline and water areas. A principle incorporated in this plan includes the provision of:

" . . . the best balance between interests of all harbor users, including those who use the harbor for walking and viewing, and the optimum recreational usage of resources available . . . and the optimum balance between areas devoted to beaches, harbor, and parks."

This balance of usage is a fundamental principle which must guide future planning and development for the shoreline.

The expansion of Palm Park northward is recommended to provide for recreational features and parking areas within uncrowded, generous spaces along the shoreline. Such an expansion requires the realignment of Cabrillo Boulevard northward toward the present location of the Southern Pacific Railroad tracks. In order to allow for the optimum expansion of Palm Park, this realignment should occur approximately between Cabrillo Boulevard's intersection with Garden Street and Punta Gorda Street, within the East Beach neighborhood. Because Cabrillo Boulevard is now a State Highway (No. 225), and is recommended in the General Plan to be designated as a State Scenic Highway, the planning, design, and maintenance standards of the existing route and the proposed realignment are discussed on Page 90 of the Scenic Highways Element.

The use of the beach area for recreation is as important as the use of the harbor area for commercial fishing or pleasure boating.

The use of Stearns Wharf is intended to be recreational, for the enjoyment of the City inhabitants and visitors. The experience of being away from the land and over the water is the primary reason that people enjoy the Wharf. Any development that takes place on Stearns Wharf must be designed in recognition of this fact, and should include a limitation on vehicular access. In an ocean-oriented community such as Santa Barbara, a wharf is a unique and desirable asset, and its primary reason as stated above must be protected and preserved.

The provision of landscaped park areas for active and passive recreation has values as important as the provision of parking areas for automobiles or the other land uses associated with boating.

The experiences and environment offered to the person who wishes to observe the harbor activities are as important as the facilities provided to accommodate boating enthusiasts.

All activities in the shoreline area should be connected to each other, to the transportation center, and to the CBD by a people mover, or shuttle system.

In summary, the shoreline area must be viewed as a blend of many inter-related recreational activities serving the entire community, none of which should be sacrificed for the excessive benefit of any one particular special interest group or activity.

Background

In order to strike a balance between the various uses in this area, an extensive study has been made to determine the nature and degree of beach usage. The studies indicated that the optimum desirable beach use density for the community, in view of its stated goals, can easily be exceeded by 1980 through increased population, considering full utilization of the beach areas now provided. There have been past proposals to expand the boating facilities in the harbor by construction of an easterly breakwater, which would place a large portion of the existing beach within the harbor. This reduction of open "surf" beach would bring about an imbalance which must be avoided in the comprehensive plan for harbor and shoreline development.

The harbor suffers from three basic problems: (1) The downcoast littoral drift deposits sand at the harbor entrance which must be dredged out constantly. A breakdown in dredging equipment has in the past caused virtual closing of the harbor; (2) The harbor is open to southeast storms; and (3) There appears to be considerably more harbor use demand than the present quietwater area can accommodate.

The comprehensive harbor and shoreline plan must deal with these problems. While an ideal solution may not be possible in context with the adopted basic principles, it may be necessary in the compromise solution to limit the scope of harbor and other activities in order to avoid unduly penalizing each use. Until such a plan is prepared and adopted, the City should avoid entering into long-range commitments for significant improvements in the area.

"Harbor" means the area circumscribed by a line commencing at a point on the westerly edge of Stearns Wharf, at the foot thereof; thence following the mean high-tide lines to its intersection with the westerly edge of the foot of the breakwater; thence southerly along the westerly and southwesterly edge of the breakwater to the seaward end thereof; thence upon a straight line from the seaward end of the breakwater to the seaward end of Stearns Wharf; thence northerly along the westerly edge of Stearns Wharf to the mean high-tide line and the point of beginning.

The necessity for creating a positive, unbroken link between the downtown area and the harbor is also an integral part of any harbor and shoreline planning. These two areas, being the major elements in the heart of the City, must be dynamically tied together with attractive and functional linkages to permit pleasant circulation by pedestrians, bicyclists, motorists, and public transportation. In the corridor providing this connection, the accent should be on the pedestrian, the bicycle, and public transportation, with a de-emphasis of the automobile. Santa Barbara has a unique opportunity to create a relatively short, workable connection between its central commerce and historical area and the major element, the ocean. No interruption, either physical or psychological, such as freeway, must be allowed to intrude into or disrupt this relationship.

Downtown

Recommended Development Policies

The General Plan makes the following recommendation concerning the downtown area:

- Downtown Santa Barbara should be based upon a variety of businesses and services. The Plan should recognize downtown's importance as a

major office-administrative-financial-governmental activity center for the South Coast metropolitan area.

- Downtown Santa Barbara should become a major center for retail shopping in Santa Barbara County.
- The character of retailing activities in the downtown district should emphasize the quality specialty-shop sector of the general merchandise market. These facilities (such as El Paseo) should be as easily accessible as possible to the out-of-town visitor and tourist. The establishment and patronage of quality restaurants should be promoted.
- City policy should continue to encourage office development to locate downtown in quality structures.
- City policy should also encourage more banking and financial institutions to locate in the CBD. This financial community (which has expanded in recent years rather significantly) represents a highly important feature in Santa Barbara's changing downtown.

The downtown area of Santa Barbara provides for several distinct and different functions. It is a major administrative and professional office center, the prime focal point for local government facilities and activities, the dominant financial center for the region, and at the present time, a retailing center for the South Coast resident population as well as the tourist-visitor trade. Combined with these essential urban functions are others which give the area a basic unity and depth not inherent in the individual commercial and governmental activities. Except for the Old Mission, which is two miles from the downtown area, this central area contains major evidences of the City's Spanish and Mexican heritage. It has been the focal point of efforts over the last 40 years for the preservation of the historic landmarks. Efforts have been made to give the area an atmosphere reminiscent of the early days of Santa Barbara. As the historical center of Santa Barbara, it is an important tourist attraction. In addition, the area contains numerous excellent cultural facilities and attractions such as the Main Library, Historical Museum, Lobero Theater, commercial art galleries, shops, and artists' studios.

Most of the retail commercial activities which comprise the core of the Central Business District are concentrated into an area of approximately eighteen blocks between Victoria Street and the freeway on both sides of State Street. Major governmental facilities are concentrated in a fourteen-block area between Victoria, Cota, State, and Santa Barbara streets.

The area bounded by Victoria, Haley, Chapala, and De la Vina streets contains a mixture of residential and non-residential uses. At present, residential uses are primarily on De la Vina Street, and non-residential or commercial uses are primarily on Chapala Street. The General Plan indicates residential uses throughout this tier. On Chapala Street, however, commercial activity is permitted, while on De la Vina Street, residential activity is emphasized. Office uses are also permitted along Chapala Street, within the area designated for commercial uses.

The Central Business District is, therefore, comprised of approximately a 36-block area bounded by Victoria, De la Vina, and State streets and the freeway.

Prior to construction of La Cumbre Plaza in 1967, the downtown area was the only regional shopping outlet for Southern Santa Barbara County. Now the downtown must share the general merchandise market with La Cumbre Plaza and other existing and future shopping centers in the South Coast area.

In view of this trend, it is essential to concentrate on the advantages of the downtown area and ensure continued health for this important economic asset of the community.

It is critical that future growth in the CBD emphasize the further concentration, intensification, and more efficient use of the present core rather than by following the usual pattern of outward growth, increasing the amount of land and decreasing the efficiency and effectiveness of the uses within the area.

**Retail
Expansion in
the Central
Business
District**

In order to strengthen the CBD, to spark the redevelopment of lower State Street, to maintain the CBD as a major retail center, and to counter-act retail decentralization, the General Plan recommends the addition of new retail floor area to downtown Santa Barbara. Such new retail floor area should be added in the form of major department stores accompanied by smaller retail shops.

A pedestrian relationship must be maintained between the retail uses in the business area. If the core area is too extended it becomes unattractive to the shoppers as pedestrians. They would be required to use their automobiles to get around within the area. This would further complicate the situation by creating congestion on the streets and conflicts between pedestrians and automobiles. Ideally, shoppers who drive should be able to drive their autos into the CBD and directly into parking facilities with little or no conflict with the pedestrians. After parking their autos, such shoppers should be able to conduct all of their business, as pedestrians, all within a reasonable distance of their parked autos. Just what this "reasonable distance" is depends considerably upon the quality and character of the environment through which the shoppers must walk. Various standards have been used in the past for this "reasonable distance", but they are all relative. What might be a comfortable stroll under pleasant, interesting, and casual circumstances could be unreasonable in an undesirable, crowded, ugly, and noisy environment. Whatever the reasonable distance is, an efficient shuttle system along State Street could enhance it for some people so, as shoppers, they could reasonably park and ride throughout the downtown, as well as park and walk.

**The Paseo - An
Escape from
the
Automobile**

There is a growing awareness in most communities that the automobile is getting out of hand, that its influence on the urban scene is becoming dictatorial rather than beneficent. It is the instrument whereby free rein was given to urban sprawl and, now that cities have sprawled all over the landscape, it has become the indispensable element essential to holding the whole loosely-knit package together. With the increase in population and prosperity, the automobile is demanding more and more land for its exclusive use. In places like Los Angeles, it is demanding a lion's share of the very air, polluting it and rendering it unfit to breathe. The quirk of nature that allows the automobile to steal the air in Los Angeles is called a "temperature inversion." All the City needs is a few more cars to attain the unhappy distinction of becoming like Los Angeles.

As traffic increases on local streets and threatens to reach the choking point, it is possible to see beyond the convenience of the automobile and recognize its

limitations as well. In the past, when traffic was light, it was economically sound to locate businesses on a main artery so that people driving by could see the store, pull over to the curb, get out and shop. This is no longer possible, except for service stations and other drive-in facilities. Particularly, it is no longer feasible in a concentrated commercial district such as the CBD. Merchandising is directed to the pedestrian, not to the driver. The driver does not become an actual customer until after he parks his car and becomes a pedestrian. If parking or access becomes difficult, he will go elsewhere.

Adequate parking facilities are being developed in each block of the CBD in such a manner that stores can front on the parking facility as much as they do on the pedestrian street. Access to the parking facilities from main traffic carriers outside the district should be direct and with a minimum of conflict with pedestrian travel. Service access and facilities should be provided along with the parking facilities. The area contained in the CBD must be limited to provide for a reasonable pedestrian relationship between all of its integral parts.

With the accomplishment of these preliminary steps, some of the streets will have been freed from the requirement to handle automobile traffic, and they can begin to be used in more productive ways -- for the movement of people rather than things -- to provide an enjoyable atmosphere in which the shopper can walk without the nerve and sense-jangling competition with the automobile.

Most of the stores and businesses in the CBD front on State Street and it is here that first consideration should be given to the creation of a Paseo -- a pedestrian-oriented shopping street.

A partial realization of the Paseo concept was brought about by the construction of the Downtown Plaza in 1969. This project involved landscaping, construction of street furniture, and the widening of sidewalks by eliminating the parking lanes on State Street between Victoria and Ortega streets. The General Plan recommends ultimate conversion of the present Downtown Plaza to a full-fledged Paseo by eliminating vehicular traffic from State Street.

The mere closing of the street to traffic and allowing the pedestrian to wander at will in the street is, of course, not enough. The same care must be given to the design of the Paseo as the storekeeper gives to the design and decor of his windows and store. The important feature which distinguishes the CBD is the fact that it is one large store in which each merchandising outlet is vitally involved in the prosperity of the whole as well as in an individual unit. The Paseo becomes the main aisle of this large store and must be treated so as to integrate the total merchandising effort. Just as it is smart business to have attractive, helpful salespeople behind the counters to lend an air of quality to a shop, it is good business to place points of interest and beauty in the Paseo, such as gardens, fountains, statuary, and pools. The texture, color, and pattern of the paving is similarly important. Places for people to sit in the shade or bask in the sun will provide the rest necessary for the shopper to remain in the area longer and to retain a far better and more relaxed frame of mind. Sidewalk cafes can add considerable charm to the scene as well as being a vital convenience.

The Civic Center

Immediately adjacent to the CBD and, in fact, overlapping it in many parts, is the primary historical area of the City and the sites of most of the major government and civic activities. Old adobe buildings are standing in or near the area, generally between State and Laguna streets. The "El Pueblo Viejo"

Ordinance applies to this area and preserves for all time the significant historical features. This Ordinance also controls construction to assure that new buildings and developments in the area will be architecturally harmonious with the old. Examples are the Santa Barbara Historical Society Museum, the Santa Barbara School District headquarters, and certain office buildings. The State Department of Parks and Recreation has established "El Presidio de Santa Barbara State Historic Park" on East Canon Perdido Street between Anacapa and Santa Barbara streets. The Spanish Royal Presidio (fortress), founded in 1782, formed the beginnings of our community. The Santa Barbara Trust for Historic Preservation is assisting in the acquisition of property in the area to make the project a reality and is also conducting archaeological excavations in the Presidio area. The development, when completed, will cover a large part of the land surrounding what is now the intersection of Canon Perdido and Santa Barbara streets. The General Plan supports the reconstruction of the Presidio with the inclusion of the existing Presidio buildings, Caneda Adobe, or "Casa del Presidio," and El Cuartel, within the State Park, for historical, cultural, educational, and aesthetic reasons. Traffic on Santa Barbara Street should be rerouted to accommodate this objective. Traffic on Canon Perdido Street should also be rerouted. With such attractions as the County Court House, the De la Guerra Adobe, and El Paseo, El Presidio de Santa Barbara State Historic Park, the historical museum, and all of the other contemporary and older features in the area, the town center of Santa Barbara could become one of the major tourist attractions in the Western United States.

The CBD and Civic Center can become a dynamic unit with each of its parts complementing the others to form a well-knit and thriving commercial, cultural, and governmental core to the City and South Coast Region.

To accomplish this, immediate action is necessary to stop the gradual spread of governmental functions away from the central area. Several additional administrative offices of City Departments should eventually be moved into an expanded City Hall, rather than being located several blocks away, out of the Civic Center, and remote from the necessary direct contact with other City Departments. The Santa Barbara School District, after evaluating alternate sites outside of the central area, has located its administrative facilities in the Civic Center. This results in a high degree of interaction and close contact between all levels of government. This intimate geographic proximity and resultant efficiency of operation and service is far more important than the relative land cost.

An additional way the City can strengthen its commercial, cultural, and governmental core is to encourage residential uses to be located downtown above the stores, shops, and offices in the CBD. Such a mix of commercial, governmental office, and residential activity would enhance and enliven Santa Barbara's downtown and would provide an interesting environment in which some people would like to live.

West Carrillo Street

Carrillo Street must function as one of the major automobile access points to the CBD for residents of the Mesa as well as for residents of the South Coast and visitors exiting from the 101 Freeway. Because it must be capable of handling large amounts of traffic, the existing and future commercial uses bordering Carrillo Street shall be designed to minimize conflict with smooth traffic flow into the Central Business District. As west Carrillo street is an entrance to the CBD, it should be developed to serve as an attractive entrance to that area.

Toward this end, the General Plan recommends that the lands along each side of West Carrillo Street, from a point mid-block between Chapala and De la Vina streets westerly toward the 101 Freeway, be developed with low-intensity commercial uses. New development should utilize cross streets for access whenever possible rather than taking access off Carrillo street. This area should be zoned in accordance with the General Plan Goal to have West Carrillo Street serve as an attractive entrance to the CBD which is developed with low-intensity uses.

Parking in
the
Core

There are nine parking facilities in as many blocks in the downtown area on land acquired by the formation of special assessment parking districts. A parking structure is planned for the Lobero Theatre block. Taking this structure into consideration, the capacity of all facilities in the parking district program would be 1381 stalls. The City also provides 25 stalls for bicycle parking within the parking district, and 25 stalls elsewhere throughout the City. Additional bicycle parking facilities are provided privately.

The eight existing surface lots are designed to accommodate parking structures whenever future demand warrants expansion of the system.

The public parking program should be extended south of De la Guerra Street to provide much-needed facilities in the *News-Press* block and to service the lower State Street area as it undergoes redevelopment in the future.

Continuous efforts are being made downtown by the employers in the Core to provide parking lots outside of the area for the employees. Ultimately, as the development of parking structures proceeds and an efficient local transit system is developed, employees will be encouraged to leave their cars at home.

Efforts should also be made to correct the practice of CBD employees parking on-street in adjacent residential areas. Suggested methods are incentives for car-pooling, employee parking lots, and incentives for using other modes of transportation. A possible solution may have to be the termination of all-day parking.

State Street

The Plan proposes that State Street be given particular and special treatment so that it, as the principal street in Santa Barbara, reflects the character of the town. Rather than eliminating the center dividing strip which now exists between Mission and Constance streets, as has been proposed by some as a means to expedite traffic on that portion, the center strip should be extended down to the proposed Paseo Estado and, below that, from the Paseo all the way to Cabrillo Boulevard. The basic circulation pattern, which we shall explore later, should provide the necessary vehicular capacity to alleviate problems which may arise by the changes in State Street as a carrier of through traffic.

The center strip is only one of the techniques available to make a feature of this important street. Renaming prosaic "State Street" to something more in keeping with the community would add something to it. A return to the original "Estado" would be a step in the right direction. Also, distinctive pavement and street furniture design, lighting, and directional signs might be used to set the street apart as a place of special importance.

Transportation Center

Basic to the effective interaction of all forms of transit and transportation is a central terminal -- a focal point for connections and transfer from one level or form to another -- a center for the travellers' convenience and service. Particularly important to a visitor- and tourist-oriented area such as Santa Barbara is the proposed Transportation Terminal. It will be the front door of the City for all who come to Santa Barbara by public transportation. Through it, the City has the opportunity of expressing its welcome to its guests. Intellectually, one should not judge a city on first impressions -- but the fact remains that we all do.

The Plan places the Transportation Center for the South Coast area in the ideal location between the waterfront and the central Core of Santa Barbara, adjacent to the railroad and the freeway.

The Transportation Center would be the terminal point not only for the existing railroad, intercity and local buses, and shuttle service to the airport, but would provide for other forms which will come. Helicopters are already being used as fast, short-range vehicles. It is conceivable that most air traffic between Santa Barbara and Los Angeles could be by something other than conventional aircraft. A terminal in the heart of the City would speed the introduction of this type of service. Even with the airport in Goleta, maintaining its current importance, a direct local service to the central city would be most convenient and desirable. Frequent shuttle service on State Street from Cabrillo Boulevard, through the Transportation Center and around the Paseo Estado, would attract many South Coast shoppers to use the regional transportation system and thus relieve the Core area of a portion of its automobile traffic and parking problems. To attract these regional commuters -- the people in the Carpinteria and Goleta areas -- the Plan proposes a high-speed, limited stop line, along the roadbed of the Southern Pacific Railroad. The ultimate building of an independent line, such as a monorail or other more advanced form of mass transit, must await the development of a much greater South Coast population than is anticipated in the near future.

Convenience facilities in the Transportation Center should include such things as a restaurant and coffee shop, barber shop, information and guide center, travel and ticket agencies, small shops, lounges, and so forth. Through all of this, and fundamental to it, must run the Santa Barbara character -- softening the necessarily quick-paced modernity of the transportation systems themselves with a quiet influence of open, landscaped areas, and the solid, timeless architectural forms which the community affects.

The Automobile Center

Just as the automobile is our most important element of transportation, so is the sales and service of the automobile an important land use, both from the standpoint of the amount of land occupied and from its impact on surrounding uses. While other retail and service commercial uses can and do exist harmoniously with each other and offer mutual support, new and used car and trailer sales, along with repair garages and shops, exist well together but clash with other commercial activities. It is important to identify an area suitable for these uses, within which they can concentrate to the exclusion of non-allied commerce. Such an area is indicated on the Plan on the lower west side of the downtown area, bordered on the south by the freeway, on the west by the Castillo interchange, on the north by Haley Street, and on the east by State Street.

The definition of an automobile center goes beyond a conventional multiple-lot design to a broader and more integrated concept design. At the hub of such a

complex there could be a new car pavilion -- a permanent, year-round auto show displaying models for all the agencies in Santa Barbara, as well as special displays of antique and custom cars. There is no end to the promotional and marketing advantage such a cooperative development could provide. As a concentrated location for the potential car buyer to inspect and compare all of the different models, it could attract customers from a considerable distance -- business that the local car dealer would not otherwise realize. The opportunity to provide the auto shopper the same comfort, convenience and attractive atmosphere proposed for the CBD through the use of similar design devices is apparent here.

The automotive complex should present an opportunity to **design** the development into a unique and highly functional unit where **the property divisions**, while real in terms of ownership, if necessary to **secure a franchise**, will not appear as a divided ownership in terms of development and operation. In a sense, the program may involve a variation of the condominium, where the buildings may be owned by a specific franchise, but the grounds, treated like a park, will be in common ownership.

The General Plan visualizes a campus-like, heavily-landscaped design concept featuring a unifying theme emphasizing an educational and recreational atmosphere that will stimulate interest in participating in the activities offered by the center. Should additional land area be required, expansion easterly across State Street into the area between Gutierrez Street and the 101 Freeway could be considered as long as it does not conflict with any necessary General Commercial development.

A new sketch illustrating more clearly the design concept of the recommended automotive center is to be substituted for the original drawing on page 45 of the General Plan.

Performing Arts Centers

Considerable interest has been generated within the community over the last several decades concerning the prospects of establishing a high-quality, large-capacity, performing arts auditorium, or concert hall, and a public assembly building suitable for meetings of local organizations, for exhibits, medium-size conferences, and banquets. Because of this long-standing interest, the General Plan recommends the establishment of a Concert Hall/Conference Hall complex which, along with a number of associated activities, will become the center for the performing arts in Santa Barbara. This center should be located within the two-block area bounded by Sola Street on the north, Anacapa Street on the east, Victoria Street on the south, and Chapala Street on the west.

The Performing Arts Center should include a Concert Hall, smaller theaters, and a Conference Hall, or Civic Meeting and Exhibit Pavilion as follows:

The Concert Hall should consist of a fixed-seat auditorium with a sloping floor, designed with a proscenium stage (large forestage between the curtain and orchestra), and should have the capability of accommodating symphonies, operas, ballets, musicals, dramatic presentations, and similar performing arts. To be complete, the entire center could also include a number of associated activities related to and enhancing performing arts activities, such as storage space, dressing rooms, rehearsal halls, offices, and a box office, and activities such as theater workshops and music stores. A restaurant may also be appropriate as may be the existing commercial uses not inhibiting the function of a Performing Arts Center. Associated activities would be included in the Civic Meeting and

Exhibit Pavilion which, along with the Concert Hall, comprise the Performing Arts Center.

The Civic Meeting and Exhibit Pavilion should consist of a large space having a flat floor, capable of being subdivided into smaller space units by means of movable walls or partitions. Permanent meeting rooms, a kitchen, and storage facilities should also be included. The Pavilion could be used for the meetings of local civic organizations, clubs, committees, local conferences, exhibits, shows, dances, banquets, and other similar activities.

Within the two-block area proposed for the Performing Arts Center, the Arlington Theater might be renovated to function as the Concert Hall. Other property within that area might be appropriate for a Civic Meeting and Exhibit Pavilion, and for associated activities necessary for a complete and proper Performing Arts Center.

Because it is the City's objective that the Arlington Theater function as a Concert Hall, Metropolitan Theaters' (as owner of the facility) intention with regard to a Concert Hall is supported by the General Plan. Any renovation, however, must preserve the interior and exterior integrity of the building.

Various techniques have been used to finance similar facilities in other communities. Public donations and subscriptions, bond issues, foundation grants, the "municipal leaseback" procedure, and other means have proven successful wherever local promotional activities were sufficiently strong and self-sustaining. It should be recognized that facilities such as this have not always been self-supporting. Public and other outside funds are oftentimes necessary both for capitalization, operation, and maintenance.

PRIVATE LAND USES

Residential Areas

Among the many interrelated functions of a City, there normally found one which is the primary reason for the establishment of the City and the reason for its continued existence. New York, for example, with its strategic location on the Atlantic seaboard, was established and has grown as a center of international trade. This is its primary function. Chicago, because of its central geographic location relative to the continent, has become a focus of interstate trade. Pittsburgh, because of its geographic location relative to the coal resources of the United States, has become a center of steel production. The provisions of municipal services such as transportation, communication, schools, recreation facilities, and so forth, while certainly essential to all cities, is the result of the primary function. In large part, these supplemental activities provide the people an environment in which they can reside safely and comfortably in order that they may participate in the major economic functions of their urban unit.

Santa Barbara has, as its primary function, the provision of a particularly desirable living environment. In our economic studies we have observed how the basic income derived from properties and pensions and from tourism is the primary base of the local economy. The elements which draw this income into Santa Barbara are its natural environmental qualities and the manner in which these qualities have been respected and enhanced by the people who have lived here. It follows, therefore, that the residential portion of the General Plan is of direct importance to the economic base along with the services, facilities and utilities which must be provided in order to adequately serve the ultimate popu-

lation of the City. The device used to determine the ultimate population is the density pattern of the General Plan. To some degree this pattern is already established. First, by zoning which establishes, under law, zones of minimum lot sizes for residential dwelling units. Second, by the existing land use which reflects a density pattern based on growth trends and on the desirability of various areas for a certain character of living environment. Third, the expression by the citizens of the community of the kind of residential area which they wish their own environment to be. The land use studies support the contention of many citizens that the character of Santa Barbara calls for an overall low residential density. Even in areas that have been zoned for many years for a relatively high density of residential development, there has been very little construction approaching the maximum allowable.

In 1974, the Santa Barbara Planning Task Force, a group of Santa Barbara citizens and faculty from the University of California at Santa Barbara, completed for the City the Comprehensive Population Impact Study. The study assessed the impact that various levels of population growth might have on the quality of life in the City. It is clear from the task force's analysis of social, environmental, and economic effects of growth, that any substantial population increase in the City will have a significant impact on the quality of life of the existing population. The opportunity to use these findings to actually shape the future of the community provides an historic occasion for Santa Barbara.

Therefore, the intent of the General Plan is to limit the holding capacity of the City as much as possible while respecting people's rights to enjoy and develop their property. In order to accomplish this goal, residential density classifications of one, three, five, and twelve dwelling units per net acre have been established.

Because most of the City is essentially developed, with little additional land being needed for streets, schools, and other public uses, the General Plan residential density classifications relate directly to net land area; that is, the actual privately owned land used or available for residential development. This complements the technique of density control used in the Zoning Ordinance, which specifies minimum lot area per dwelling unit in the various land use zones. While the General Plan densities do not directly represent existing or proposed residential zone categories, they do compare fairly closely with certain zones:

Major Hillside Open Space . . .	A-1, 2A-1, 5A-1, 10A-1, etc.
1 d/u per acre . . .	A-1
3 d/u per acre . . .	E-1
5 d/u per acre . . .	E-3
12 d/u per acre. . .	R-2, R-3, R-4

Previous densities in multiple family areas were fifteen and thirty dwelling units per gross acre. Reducing these densities to twelve dwelling units per net acre allows some development to occur, but prevents the intensity of use which was possible under prior land use policies. Being net, these density figures reflect the maximum amount of development a person can expect to achieve on the land, subject to further qualifications such as topography, accessibility, and other considerations relating to the general environment, some of which may be found in the Zoning Ordinance and in other city policies.

The twelve-dwelling-units-to-the-acre category is intended to reduce the amount of development which can take place on remaining large parcels in multiple-

family areas. The General Plan recognizes that there are existing smaller lots in both two-family and multiple-family areas where development would be confined to single-family homes if a density of twelve dwelling units to the acre were required in every instance. Therefore, in order to enable such parcels of land to develop in accordance with the surrounding type of development, it is recommended that provisions be established in the Zoning Ordinance to allow for a two-family home on existing small lots above a certain minimum size in duplex areas, and to allow for a triplex on existing small lots above a certain minimum size in multiple family areas.

In some single-family areas where densities have been established at one, three, and five dwelling units per acre, existing vacant parcels may develop with single-family homes. However, in order to curtail an inordinate amount of single-family residential development, a strict policy regarding the subdivision of land in single-family areas should be established which requires that the size of parcels created be dependent on the grade of the land being subdivided. To implement this policy, it is recommended that provisions be created in the Zoning Ordinance to relate the minimum lot sizes needed for subdivision in any single-family zone to the grade of the land being subdivided.

In certain single-family zoned areas a classification of "open space" should be applied in those sections of the City identified as Major Hillside Open Spaces in the Open Space Element. The General Plan recommends that residential density in these hillside open space areas be limited to one or less dwelling units per acre, depending on topography and other characteristics of the land. Densities as low as one dwelling unit for every ten or more acres may be appropriate in some of the steeper hillside areas.

While the General Plan indicates a maximum net density which should be applied to various residential areas in the City, it does not follow that a direct computation can be made from this maximum density to arrive at ultimate holding capacity in dwelling units by multiplying the density factors in the net land area available for residential development. In many cases, development will occur at densities less than the maximum allowed by the Zoning Ordinance. Also, there is considerable development in the community that exists now which is in excess of the densities recommended by the General Plan. These will remain as legally nonconforming uses even if the Zoning Ordinance is changed to reflect the lesser densities recommended. Other events can occur, such as acquisition of land for public purposes, which will result in a probable ultimate development that may be at variance with a theoretical maximum which the General Plan might be said to generate. Also, the City has executed an agreement calling for greater density on the parcels known as "Santa Barbara Highlands." It is expected that densities approved pursuant to the agreement will occur. All of these factors and more are taken into account in computing the probable holding capacity for the entire City, which is approximately 33,000 dwelling units, as compared to the number of dwelling units existing in 1974 of 28,660. It is anticipated that the development allowed by this holding capacity should result in a probable ultimate population level of approximately 85,000 persons.

There are techniques of land use regulation which could permit increased densities of development on a particular lot without exceeding the recommended densities specified by the Plan. The transfer of development rights from one property to another within a given residential area is one such technique. Assume, for example, that two properties in the same area each contained an

older single-family dwelling and each has sufficient lot area to allow the construction of ten dwelling units under the Zoning Ordinance. If one of those older dwelling units were of considerable historical value, or if the property owner simply wished to preserve and rehabilitate it, provision could be made for the owner of that property to sell to the other property owner the right to construct nine of his dwelling units on the other lot. This would result in a development of nineteen units on the one property and the retention of the single-family dwelling on the other. The end result would be the same twenty dwelling units as indicated by the General Plan. The property owners would benefit by having full utilization of their properties in as broad a manner as possible. The community would benefit by the stimulation of a more diverse and interesting pattern of development in the neighborhood and by the preservation of many of the older dwellings, particularly in the high-density residential areas.

Another technique is the variation in density in relation to the size of a unit and the occupancy potentials. The intent of establishing density controls is to limit the intensity of development and activity on the land. In situations where a dwelling unit may yield fewer persons than a normal or average unit, such as in a public housing project for senior citizens, densities in terms of dwelling units per acre may be allowed to increase beyond those limits recommended by the General Plan without causing an inappropriate increase in the intensity of activities.

In implementing these or other techniques, care must be taken that the regulatory measures adopted are not only designed to permit the beneficial variations from standards desired, but will be effective in preventing inappropriate relationships between neighboring land uses and will provide adequate safeguards against abuse of the privileges.

In single-family residential areas, the technique of grouping dwellings onto smaller individual parcels of land in order to provide for open space can be used to great advantage. This technique should only be used, of course, in such locations where the larger land holdings make the groups of dwellings compatible with surrounding single-family development. The advantage of this technique in areas where there are considerable development difficulties is obvious. In some of the steeper hillside areas where it would be undesirable as well as extremely difficult to develop all of the land, natural hillsides can be left unscarred. In other areas, vital usable open space can be provided by this technique. It is this sort of planned development which the existing zoning laws of the City of Santa Barbara now provide for, and which the General Plan seeks to encourage. The appropriateness of the use of such techniques must, however, be judged by the Planning Commission and City Council on the merits of each development as it is proposed.

While such special residential development procedures may be desirable in certain situations, incentives in the form of increased maximum-allowable densities should be avoided. The total number of dwelling units allowed under special development regulations should not exceed those obtainable on the land through standard subdivision procedures.

The City is divided into neighborhoods consisting of areas which share factors of influence, identification, and composition sufficient to form subunits which lend themselves to analysis and discussion as individual entities. For detailed discussion of each neighborhood, refer to Santa Barbara Impacts of Growth,

Upper East

Area: 376.1 acres

Existing Dwelling Units: 1456

The Upper East neighborhood is bordered on the north by Mission Creek and Las Encinas Road; on the south by Sola Street; on the east by Laguna Street, Olive Avenue, and Olive Street; and on the west by State Street.

With the exception of the State Street frontage below Mission Street where motels and offices are found, Upper East is a district of large, prestigious homes. Most structures are spacious, single-family houses set back from the street on large lots. The presence of these large, older, single-family houses has generated occasional pressure for their conversion to apartment use. This pressure has been successfully resisted, however, by the Upper Eastside Improvement Association and by the City. As a result, some of these homes have been restored and are continuing in use as single-family dwellings, while others have been demolished so that new homes could be built in their place. The adherence to single-family zoning has provided protection for the considerable investments made by residents who wish to live in this attractive residential area. Since this is the only area of its type with advantages of a close-in location, the General Plan recommends that it be preserved with an overall density of three dwelling units to the acre.

Along the southern border of the Upper East neighborhood below approximately Valerio Street, apartment structures can be seen together with professional offices, churches, and schools. This type of development results from a mixture of commercial offices, hospital office, and multiple-dwelling zones, and it reflects the General Plan, which calls for a density of twelve dwelling units to the acre. Because of its conveniently close proximity to downtown, further redevelopment to higher-density residential uses will probably occur in this section.

The Upper East neighborhood contains one of Santa Barbara's best known features, the Old Mission. In addition, the neighborhood has a highly significant concentration of the cultural and religious institutions serving the entire city, including St. Anthony's Seminary, the Museum of Natural History and Alameda Plaza.

Laguna

Area: 330.4 acres

Existing Dwelling Units: 1872

The Laguna neighborhood is bounded on the north by Sola, Olive, and Micheltorena streets; on the south by Cota Street; on the east by Milpas and Canon Perdido streets, and the eastern boundary of Santa Barbara Junior High School; and on the west by Santa Barbara Street.

Laguna is presently developed as a residential area in its eastern and northern portions with single-family dwellings, duplexes, and higher-density multiple units interspersed throughout the neighborhood. On the west, as it merges into downtown, mixed residential and commercial uses appear.

Because it is within walking distance to both the Central Core and the industrial area, which compose the City's major employment center, Laguna's conversion into duplex and multiple dwellings is appropriate. To enable such de-

velopment, the General Plan calls for twelve dwelling units to the acre throughout the entire neighborhood. Since such a large amount of the multiple family (R-3) zoned area in the neighborhood is currently being used for single-family houses, the development potential of Laguna is great. As a result, the gradual reuse of the area for apartments is now in progress. A small area above Victoria Street and northeast of Olive Street, where the General Plan calls for duplex development, is zoned R-2.

One of the problems in this area is the C-2 zoning in the southern portion. Although this commercial zoning has been on the land since 1925, very few commercial developments have taken place. The General Plan proposes the development of this area for residential uses. This would be in the best interest of the City as a whole, and also in the best interests of the individual property owners in the area. The present zoning for the area works against the owners' best interests because little demand exists for commercial activities in this location, and there is danger of poor commercial facilities coming onto the land on a lot-by-lot, scattered basis.

The Presidio Springs Redevelopment Project, a major feature of the Laguna neighborhood, should help to correct this zoning problem. The redevelopment area, consisting of seven city blocks, is bounded by Canon Perdido, Quarantina, Ortega, and Garden streets. A three-block portion of this redevelopment area lies within the commercially zoned land mentioned above and will be rezoned to allow appropriate multiple-unit residential development to take place, with necessary convenience shopping.

Because Lincoln Elementary School which serves this area will ultimately be in a non-residential section, it is recommended that this school be relocated to the general vicinity of the high school. The General Plan also proposes a community level park between Cota and Ortega streets from Santa Barbara Junior High School to Garden Street. More than half this area is now owned by the City. This community park would also serve the adjacent residential district as a neighborhood park.

Laguna contains Santa Barbara High School, Santa Barbara Junior High School, the National Guard Armory, Ortega Park, and is adjacent to Alameda Plaza. The restored Presidio will be located at the intersection of Santa Barbara and Canon Perdido streets on Laguna's western border.

Eastside

Area: 445 acres

Existing Dwelling Units: 2456

The Eastside is bounded on the north by Canon Perdido Street; on the south by Highway 101; on the east by the base of the Riviera; and on the west by the rear of the commercial strip along the east side of Milpas Street.

Throughout most of the Eastside, the General Plan calls for a density of twelve dwelling units to the acre. This is an area of modest homes with a scattering of duplex and apartment development. Although most of the area above approximately Carpinteria Street is zoned R-2, only marginal duplex development has taken place. In the northeast corner of the Eastside, above approximately Cota Street and east of Soledad Street, development consists entirely of single-family homes. The General Plan recognizes the small-lot, single-family development now on the land, and seeks to preserve it with a density of five dwelling units to

the acre in order to provide an area for moderate-cost, single-family housing situated within walking distance to both shopping and employment areas.

Below Carpinteria Street, the General Plan also calls for twelve dwelling units to the acre, but here the current zoning is R-3. Mixed with a considerable number of single-family homes, some new multiple dwellings have been constructed in this area. To the east of Salinas Street, however, in order to insure a lower density for future development, the area is zoned R-2.

The area close to the freeway is now zoned for trailer parks and there is considerable development of this type, although much of it is substandard at present. The General Plan considers trailer parks a proper use for the area and proposes that they continue, but in a somewhat improved and different manner. The location of this area close to the freeway, and within one-fourth mile of the beach, indicates that it is an excellent site for facilities catering to the vacation and weekend traveler. A pedestrian underpass beneath Highway 101 and the railroad tracks would bring the area within a safe and easy walking distance of the ocean and would do much to stimulate the construction of vacation trailer park facilities.

The Eastside contains the Franklin and Cleveland Elementary schools. There is one park, Sunflower Park, and an additional park is scheduled adjacent to Franklin School. Sycamore Creek, which runs through much of the Eastside, can provide another opportunity to increase park land in this neighborhood, if it can be protected for public use as another of the City's major creek open spaces. Finally, the General Plan calls for one other park to be located in the northern portion of the neighborhood. The Eastside area also contains the Municipal Tennis Courts.

Lower East

Area: 173.6 acres
Existing Dwelling Units: 312

The lower East is bounded on the north by Cota Street; on the south by Highway 101; on the east by a line behind the Milpas commercial strip; and on the west by Santa Barbara Street.

Currently a mix of residential, commercial, and industrial uses, the Lower East neighborhood is slated by the General Plan to become an exclusively industrial area. Existing residential structures are simple wood frame cottages, some of which are in poor condition. As commercial and manufacturing uses continue to replace the residential development, many existing local retail businesses located on Haley and Gutierrez Streets will be replaced as well. However, even though the General Plan and current zoning call for manufacturing uses, it is assumed that some unknown portion of the housing in the area will remain.

The Lower East neighborhood should expect to see no residential growth beyond its present 312 dwelling units. There are no parks.

East Beach

Area: 377.2 acres
Existing Dwelling Units: 595

East Beach is bounded on the north by Highway 101; on the south by Cabrillo Boulevard; on the east by the City limits; and on the west by Santa Barbara Street.

The East Beach neighborhood is currently given over to a diverse mix of industrial, hotel-motel, residential, and public facility uses. The area north of Cabrillo Boulevard, between Santa Barbara and Milpas streets, is presently a mix of industrial development and vacant land. Currently zoned for manufacturing uses, the General Plan calls for a mix of hotel and residential development in this area. Before residential or hotel development could occur, therefore, it is necessary to change the zoning so that it conforms with the General Plan. Other appropriate uses for portions of this area could be park land that would be acquired by the City in order to expand Palm Park, or housing.

The future of this section of East Beach, however, has not yet been determined, and any of the above-mentioned uses may be selected. Santa Barbara's sewage treatment plant, which will remain at its present location, is the only definite land use for this section of East Beach at this time.

To the east of Milpas Street, the East Beach neighborhood has hotel and apartment development adjacent to a substantial number of public facilities: A Child's Estate, Andree Clark Bird Refuge, Dwight Murphy Field, Cabrillo Ball Park, and the adjoining beaches beyond Palm Park. In addition, the General Plan envisions the acquisition of the Clark Estate, a wooded waterfront parcel of land, which the City would like to preserve in public ownership.

Cielito

Area: 1249.3 acres
Existing Dwelling Units: 359

This neighborhood is bounded on the north, east, and west by the City limits; and on the south by the top of Mission Ridge.

Existing development in the Cielito neighborhood is single-family houses which are almost entirely on lots in excess of one acre in size, and is limited to the area west of Gibraltar and El Cielito Roads. The topography varies from rolling to very steep. Existing development has taken place primarily on the rolling portions. Most of the steep land is undeveloped. The General Plan indicates that the entire area should be one low density, and has designated segments of the steeper hillsides as major open space areas. One dwelling unit to the acre is the density indicated by the General Plan for the Cielito neighborhood. However, designated major hillside open space areas should be rezoned to more restrictive densities than one dwelling unit to the acre.

The large undeveloped parcels and steep topography provide an opportunity for planned developments using the technique of grouping dwelling units. In so doing, large natural or improved open spaces could be left where topography warrants. An example of this type of development, El Cielito Oaks, was constructed in the vicinity of the Sheffield Reservoir. It should serve as an example to be followed by others now that the precedent has been established.

Cielito contains the Sheffield Reservoir and the newly dedicated Parma Park, which is 199 acres of open space land in the foothills of the Santa Ynez Mountain Range. Running through the lower portions of the neighborhood are Sycamore Canyon Road (State Highway 144), Stanwood Drive (State Highway 192), and Mission Ridge Road (State Highway 192), all of which have been included in the City's Scenic Highway Element. All are intended for designation as part of Santa Barbara's Scenic Highway system. Skofield Park, Rattlesnake Canyon, St. Mary's Seminary, and the Mount Calvary Monastery are also in the area.

Riviera

Area: 633.6 acres
Existing Dwelling Units: 688

The Riviera is bordered on the north by the top of Mission Ridge; on the south by Alameda Padre Serra; on the east by Sycamore Canyon Road; and on the west by Mountain Drive.

This is one of the most popular residential sections as it affords sweeping views of the City, harbor, ocean, Channel Islands, and the Mesa Hills. The General Plan protects this single-family neighborhood with densities of one and three dwelling units to the acre, and current zoning conforms with these designations. Approximately 25 percent of the land in the Riviera is undeveloped, and although it is often steep, there is potential growth, especially in the eastern portions. Care must be exercised in the future to encourage the use of special development techniques.

Most of the Riviera is primarily in single-family use. Notable exceptions to this are the remaining portion of the old college campus on Alameda Padre Serra, now in instructional and office uses, the adjacent garden apartments, and the El Encanto Hotel. The El Encanto Hotel, if continued at its existing level of activity, does not present an inordinate burden to the existing street facilities. However, should the remaining old college campus be sold for use as a medium-density residential development, the traffic needs of the area would be difficult to serve. The campus may represent a very difficult problem in developing in a low-density residential standard. If proven so, then the General Plan would suggest that the best use for such a parcel would be as a place of employment in the research or administrative field.

The access problem, due to the limited possibilities of improving Alameda Padre Serra as a high-volume traffic carrier, indicates how important it is to maintain the low-density character of the area. This contention is supported by topographical features, the existing development, and the stated attitude of the people who live there.

The Riviera is served by Franceschi Park and a portion of Hillside (Orpet) Park. No additional parks or public facilities are envisioned for the area.

Lower Riviera

Area: 309.3 acres
Existing Dwelling Units: 1108

The Lower Riviera lies between the bottom of the Riviera and Alameda Padre Serra. It is bordered on the west by the Old Mission and on the east by Canon Perdido Street.

The Lower Riviera is primarily given over to residential uses, with single-family home development predominating, but with significant pockets of more intensive duplex and multiple-unit development. Generally, the area contains many attractive homes with views overlooking the City. The General Plan designates this neighborhood primarily for a density of three dwelling units to the acre with small portions to the west and south at higher densities of twelve dwelling units to the acre. Any growth that may occur will take place in the areas now designated for higher-density development. Lot sizes, in general are rather small, considering the steep topography of the Lower Riviera neighborhood. The major problem exists in the western portion in the Grand Avenue area

where the development is more complete. The lots here are small and the street pattern is characterized by very steep grades and inadequate cross sections. To complicate this basic difficulty where land is subdivided into a pattern unsuited to the topography, the area has been zoned R-2 since the very first zoning ordinance of the City went into effect in 1930. It is surmised that this zoning was placed on the land because of its location adjacent to the State Teachers College above Alameda Padre Serra. The campus later became the University of California Branch at Santa Barbara. No longer occupied by the University, the facility is now being used for private educational purposes and for administrative offices. As a consequence of its proximity to the campus, the single-family houses in the Grand Avenue area were converted into small apartments for student housing. These apartments have continued in use as regular rental units. The effects are overcrowding of the land and automobile congestion. The latter problem is intensified by the lack of off-street parking and the narrowness of the streets.

The solution to the problem in the Grand Avenue lies not in the reduction of density, for this would call for massive redevelopment, including complete resubdivision. It would be wiser to accept the basic development of the area as it is and to devise unique and special solutions to the particular problems presented. For example, special community off-street parking facilities might be provided in each block rather than attempting to widen any of the streets in order to provide on-street parking. Special zoning regulations might be applied to this particular area to allow greater flexibility in the design and location of off-street parking spaces so that all available and workable space might be put to use. At the same time, a concentrated program of housing code inspections would be conducted in order to bring the individual buildings up to code and to eliminate the more hazardous and undesirable nonconforming features in the area.

The Lower Riviera contains the Roosevelt Elementary School. Mission Park and Hillside (Orpet) Park serve the district. The General Plan proposes one additional neighborhood park in the vicinity of the County Bowl. St. Francis Hospital is located in the neighborhood.

Eucalyptus Hill

Area: 676.7 acres
Existing Dwelling Units: 539

The Eucalyptus Hill area is bounded on the north and east by the City limits; by Sycamore Canyon on the west; and the bottom of the hill and Old Coast Highway on the south.

This district is a very popular residential area because of its fine views and because of the quality of the houses. There is considerable steep topography within the area that is subject to subdivision. Appropriate techniques must be used in order to avoid excessive grading. Most of the developed lots are medium to large sizes, in some cases containing one or more acres. The General Plan recommends that this pattern of low density continue, and indicates the classification of two dwelling units to the acre for the majority of Eucalyptus Hill, with three dwelling units to the acre for the western portion which is characterized by existing development consistent with that designation.

An excellent example of the manner in which a place of employment may be integrated into a quality residential area exists on Eucalyptus Hill. The Center for the Study of Democratic Institutions, which occupies the Hale Estate on Eucalyptus Hill Road, must certainly be considered an asset. It has, as a

necessary part of its function, left the majority of land open. With this type of activity, the peaceful and serene environment is as necessary to its function as it is to the enjoyment of those who reside in the area. This Center should be allowed to set the example for quality of others that may follow.

The Eucalyptus Hill area is served by the Cleveland Elementary School located on Alameda Padre Serra close to Sycamore Canyon. The existing location of this school is unfortunate, both from the standpoint of placement relative to the area it serves and to traffic hazards. While the one fault of its basic location cannot easily be corrected, the other, related to traffic, can be alleviated to some degree by the construction of a pedestrian grade separation across Alameda Padre Serra.

The Eucalyptus Hill area has the Hale Park property at the northern end which is mostly undeveloped. Another park facility is needed for the Overlook Lane area. It is recommended that the Montecito Country Club be acquired for public open space and golf course use.

Foothill

Area: 543.2 acres
Existing Dwelling Units: 202

The Foothill area is bordered on the north, east, and west by the City limits, and on the south by Foothill Road and Laurel Canyon Road to the City limits line above Marilyn Way.

Foothill is an area developed with single-family homes, although much of the land area is vacant at the present time. The eastern portion of the Foothill area is partially developed with single-family homes on one-half acre and larger lots. The southern portion of the area, between Foothill and the old Pueblo Line, is similarly developed with single-family homes on one-half acre lots. The General Plan calls for a density in the entire Foothill area of one dwelling unit per acre. To the north and to the west, however, portions of Foothill have been designated as major hillside open space. Even though these areas remain in an A-1 zoning category, it is advisable to rezone them to a more restrictive density at a later date.

Besides calling for lower overall densities on developable land, the General Plan projects the acquisition of park land along the full course of San Roque Creek.

The Foothill area contains Lauro Canyon Park and portions of Stevens Park.

Alta Mesa

Area: 651.3 acres
Existing Dwelling Units: 1153

Alta Mesa neighborhood is bordered by Loma Alta Drive on the east; by the City limits on the west; on the south by the existing development oriented to Cliff Drive; and on the north by the base of the steep hillside.

The topography in this entire area varies from rolling to steep. It is almost entirely zoned E-1 permitting lot sizes of 15,000 square feet. When minimum lot sizes were smaller, the development trend had been to standard subdivisions in which lots too small for the topography were created. Improved regulations effecting grading and lot size alters this situation so that appropriate development will take place on the remaining vacant land.

Most of the land has been developed or committed to public use. The steep hills along the northern border have been classified as major hillside open spaces by the Open Space Element and have been zoned A-1 and A-2. Still more restrictive zoning will probably be appropriate for these areas.

Care should be taken that inappropriately high-density apartment developments such as Santa Barbara Highlands, located on Miramonte Drive, do not occur elsewhere.

Parks in the area include Hilda Ray, Escondido, La Coronilla, and the Honda Valley and Thornbury properties. Two city reservoirs are in the neighborhood. The McKinley Elementary School is located in the Alta Mesa area.

East Mesa

Area: 383.4 acres

Existing Dwelling Units: 1493

The East Mesa area is bordered on the north by the southern edge of the Mesa Hills; on the south by the ocean; on the east by Oceano Avenue; and on the west by Meigs Road.

With the exception of the multi-family district in the vicinity of Oceano and Barranca Avenues, the East Mesa is uniformly developed with small-lot, single-family residences. The General Plan reflects this with a density classification of five dwelling units to the acre. Despite the predominant single-family development, there has been in the past pressure for rezoning to allow multi-family developments along Cliff Drive. The General Plan has shown an area around the Mesa Shopping Center in a density classification of twelve dwelling units to the acre. Most of this area is now zoned R-2 and is developed with garden apartments and duplexes.

Shoreline Drive serves both as a necessary element of the circulation system and as a scenic drive. Remaining land west of Shoreline Park between Shoreline Drive and the ocean is proposed ultimately to be acquired for park purposes. For many years the people of Santa Barbara have had the foresight to reserve the oceanfront for public use and local residents are now enjoying the benefits of such foresight. The philosophy of preserving scenic and recreational areas for future generations should be continued and reinforced by efforts in this generation, adding to our heritage and thus passing along greater resources to the future.

The East Mesa neighborhood contains the federal lighthouse, 1000 steps (access to the beach), Shoreline Park, and the Washington Elementary School.

West Mesa

Area: 343.6 acres

Existing Dwelling Units: 978

The West Mesa is bounded on the north by Cliff Drive and by existing development oriented toward Cliff Drive; on the south by the Pacific Ocean; on the east by a line running along Meigs Road to the ocean; and on the west by Arroyo Beach Park.

Most of the West Mesa neighborhood is shown in a density classification of five dwelling units per acre. Development here is quite similar to East Mesa and the discussion of single-family development in East Mesa is relevant here. The

West Mesa contains most of the Mesa Shopping Center surrounded by some duplex and multiple-dwelling development.

At the west end of the Mesa there is a large parcel of land known as the Wilcox Property, which has a density classification of three dwelling units to the acre. Because of the natural seclusion afforded this site by its topography and its location relative to the ocean and to Arroyo Burro Beach, an opportunity exists to develop this unique site in a manner different from, yet compatible with, the single-family development found in the balance of the area.

In addition to the Mesa Park adjoining Washington School, an additional neighborhood park is needed to serve the western end of the area. The West Mesa contains the Monroe Elementary School.

Campanil

Area: 426.6 acres

Existing Dwelling Units: 206

The Campanil area is bordered on the north by Arroyo Burro Creek; on the south by the ocean; on the east by the City limits line; and on the west by Hope Ranch.

Most of this area is in large parcels which are either vacant or contain single-family dwellings. The exception to this is the Braemar Tract, a single-family, small-lot development on steep topography, which presents a vivid picture of improper subdivision techniques. Some areas of undeveloped land with steep topography still exist within the City on which this poor type of subdivision is possible. In order to prevent a recurrence of this sort of development, the City has, over the past several years, rezoned many such areas to lower density zones. Also, protective measures such as environmental impact review, grading review and the Open Space Element have been adopted.

The Campanil neighborhood has been shown on the General Plan at a density of one dwelling unit per acre. Existing covenants cover most of the southerly portion of the Braemar area and restrict lot sizes to a minimum of 1.25 acres. Neither the General Plan nor the zoning affects the contractual stipulations contained in the deed restrictions.

The area contains Arroyo Burro Beach County Park.

Hidden Valley

Area: 258.8 acres

Existing Dwelling Units: 723

The Hidden Valley area is bordered on the north by Highway 101; on the south by Hope Ranch and Arroyo Burro Creek; on the east by Veronica Springs Road; and on the west by Hope Ranch and Arroyo Burro Creek.

Hidden Valley is almost entirely developed. The southern and eastern portion is zoned and developed to single-family residential use while the northwesterly area is zoned and completely developed for R-2 purposes. The General Plan reflects this existing land use with density classifications of five dwelling units to the acre and twelve dwelling units per acre over the single-family and two-family areas respectively.

A neighborhood park, Hidden Valley Park, is located along Arroyo Burro Creek. As future developments take place along Arroyo Burro Creek, more

land should be acquired to extend this open space south to Arroyo Burro Beach Park. Included in the area are two retirement homes, Vista Del Monte and Valle Verde.

Bel Air

Area: 336.5 acres

Existing Dwelling Units: 359

The Bel Air area is bordered on the west by Las Positas Road, on the north by La Cumbre Junior High School, on the south by the City limits line, on the east by a small-lot, single-family residential district.

The General Plan suggests no basic change in the existing pattern of development and shows a density of three dwelling units to the acre.

There are several hillside areas surrounding the Bel Air subdivision which were not included as a part of this subdivision. It would be best if these areas remained as open spaces in the future. If not, however, great care should be exercised in the design of these areas to adjust development to the topography.

Park facilities will be provided for the area by the ultimate complete development of Las Positas Park, containing 92 acres.

Hope

Area: 281.5 acres

Existing Dwelling Units: 875

The Hope neighborhood is bounded on the north and west by the City limits; on the south by Via Lucero; on the east by Arroyo Burro Creek.

Hope is primarily a single-family residential area; however, there are two multiple-dwelling areas developed with garden apartments, duplexes, and mobile homes. The major portion of the residential land in the Hope neighborhood is designated in the General Plan for five dwelling units to the acre, while multiple dwelling areas are designated for twelve dwelling units to the acre. Zoning conforms to these designations with E-3, R-2, and R-3 categories respectively. Because there is a significantly large parcel of vacant R-2 land in the area, the Hope neighborhood can expect some future residential growth.

It should be noted that a large amount of unincorporated land sits adjacent to the Hope area to the north and west. Unless future annexation occurs, the density of this land is not under the jurisdiction of the City.

The Hope area contains the Bishop Garcia Diego High School, La Colina Junior High School, Hope, and Monte Vista elementary schools. The area also contains the Calvary Cemetery. No park exists at present in the neighborhood, but the General Plan envisions one in the vacant area above Hope School.

The Via Lucero area, as part of the Hope neighborhood, has a mixture of single-family residences and multiple dwelling units, and limited commercial utilization. This area is almost completely developed and little additional growth is likely to occur. The General Plan calls for some commercial land use and a residential density of twelve dwelling units to the acre.

San Roque

Area: 282 acres
Existing Dwelling Units: 973

San Roque is bordered on the north by Foothill Road; on the south by the commercial development above State Street; on the east by San Roque Road; and on the west by Arroyo Burro Creek.

This neighborhood is virtually fully developed with single-family homes. However, apartment complexes have been constructed to the south behind the outer State Street business area in the vicinity of Ontare Road. This southern portion of San Roque is designated in the General Plan for twelve dwelling units to the acre, while most of the neighborhood is designated for five dwellings to the acre. To conform with the General Plan, the major portion of San Roque is zoned E-2 or E-3 to protect existing homes and to ensure a density of five dwelling units to the acre. The southern portion near Ontare Road is zoned for two-family and multiple dwellings.

Two parks serve the San Roque area, Stevens and Willowglen parks. San Roque Creek runs through the neighborhood, and opportunities may someday arise to acquire land along its banks as major creek open space that can provide additional park land in the San Roque area.

East San Roque

Area: 284.24 acres
Existing Dwelling Units: 1109

The East San Roque neighborhood is bordered on the north by Foothill Road, Laurel Canyon Road, and the property line above Marilyn Way; on the south by Mission Creek, Alamar Avenue, State Street, Calle Crespis, and the property lines above State Street; on the east by the City limits; and on the west by San Roque Road.

East San Roque is a neighborhood made up of single-family homes, except for the area bordering Miradero Drive in the southeast corner. This area is mostly multi-family condominiums with a few commercial offices. The majority of the neighborhood is almost completely developed and little additional growth is likely to occur. The General Plan calls for a density in this area of five dwelling units to the acre, and except for the Miradero Drive area, the zoning conforms by designating the entire area E-3. Both the General Plan and Zoning reflect the current pattern of development in the neighborhood. In the Miradero Drive area, the General Plan reflects a residential land use and density of 12 du/acre which is consistent with the R-2 zoning.

There are presently no parks in East San Roque, although the General Plan envisions one for the future. Woodglen Hall, a senior citizen's residence, is also located in the area. East San Roque contains the Peabody Elementary School.

Samarkand

Area: 183.9 acres
Existing Dwelling Units: 632

Samarkand is bordered on the north by the property lines above Samarkand Drive and Serena Road; on the south by Highway 101; on the east by Mission Creek; and on the west by Las Positas Road.

This is a well-developed and well-maintained residential neighborhood with little potential for population increase. The General Plan calls for a density of five

dwelling units to the acre throughout the entire area. Should the existing Samarkand Retirement Center, located in the southern portion, be converted to a different use at some time in the future, the density of that development would be in conformance with this designation. Current zoning conforms to the General Plan with an E-3 category.

The neighborhood contains a portion of Oak Park. MacKenzie Park is adjacent to Samarkand to the north.

Hitchcock

Area: 239.3 acres

Existing Dwelling Units: 632

The Hitchcock area is bounded on the north by the rear of the commercial development along outer State Street; on the south by Highway 101; on the east by Las Positas Road; and on the west by the easterly boundary of La Cumbre Shopping Center.

Hitchcock consists of several sub-areas which are highly diverse. There are single-family areas, vacant areas, and one area zoned for apartment development. The General Plan recognizes this diversity by designating the major portion of Hitchcock at five dwelling units to the acre, the higher density portion at twelve dwelling units to the acre, and the area adjacent to La Cumbre Shopping Center for a mix of office and residential uses. In the southwestern corner, an area zoned for single-family development is presently occupied by an auto center. Because the vacant land in the Hitchcock area is in close proximity to both La Cumbre Plaza and the auto center, some type of non-retail planned center would be appropriate. However, should the area be developed residentially, any such development should be low density in keeping with the surrounding residential areas.

Hitchcock contains the Community Golf Course, the YMCA, and the Adams Elementary School. The Earl Warren Show Grounds are adjacent on unincorporated land. The General Plan envisions a new park next to San Roque Creek.

West

Area: 197.6 acres

Downtown

Existing Dwelling Units: 1574

The West Downtown neighborhood is bounded on the north by Sola Street; on the south and west by Highway 101; and on the east by De la Vina, Ortega and Chapala streets.

West Downtown contains extensive commercial as well as residential use. One of the oldest residential neighborhoods in the City, West Downtown contains some of Santa Barbara's architecturally important residential structures. Many of these homes have been converted into relatively low-density apartments. In addition, new apartment complexes are replacing older single-family houses as West Downtown continues in transition to higher-density residential and commercial uses. Increased commercial activity has occurred in the eastern portions of the area, primarily on Chapala and Carrillo streets.

This section of Carrillo Street west of De la Vina Street is destined to become one of the most traveled arterials in the City circulation system. For that reason, the General Plan proposed that it shall be designated to perform the principal function of carrying traffic from the freeway, the Westside, and the

Mesa into the Core and existing and future commercial uses should minimize conflict with smooth traffic flow into the CBD. West Carrillo Street should serve as an attractive entrance to the City's Central Business District. Commercial uses are appropriate if they are of a low intensity and are suited to this transition area. This area should be zoned to reflect this General Plan goal.

Since it is in close proximity to the downtown business and shopping area, the General Plan considers West Downtown to be appropriate for apartment development, and allows twelve dwelling units to the acre. The entire neighborhood is zoned for multiple-unit development or commercial uses (R-3, R-4 or C-2), even though substantial portions are currently occupied by single-family homes.

Lower West

Area: 135.5 acres

Existing Dwelling Units: 1119

The Lower West is bounded on the north by Carrillo Street; on the south by Montecito Street; on the east by Highway 101; and on the west by Loma Alta Drive and base of the Mesa Hills.

The neighborhood is the City's most densely settled residential area. At present, the area has a mix of modest single-family homes and apartments; most of the latter have been constructed since 1960. The apartment area is crowded and the architecture is undistinguished.

The General Plan has this area designated for twelve dwelling units to the acre. The northern portion is zoned R-3 and the southern portion is R-4. Future residential growth will result in part from the development of some existing vacant land into apartments, and from the redevelopment of some single-family residential and duplex areas into multiple-unit use.

Despite densities which will occur in this neighborhood, Lower West currently has no parks, and none are scheduled at the present time. The Lower West area contains La Cuesta High School and two historical structures, Fernald House and the Trussell-Winchester Adobe.

West Beach

Area: 175 acres

Existing Dwelling Units: 563

West Beach is bounded on the southeast by Cabrillo Boulevard and Shoreline Drive; on the southwest by the western property line of Santa Barbara City College; on the northwest by Montecito Street, Castillo Street, and Highway 101; and on the northeast by Yanonali and Chapala streets and Kimberly Avenue.

Sometimes known as the Ambassador area, the West Beach neighborhood is characterized by a combination of Spanish-style motels along the ocean frontage, which merge into an attractive residential area of single- and multiple-family dwellings behind Cabrillo Boulevard. The General Plan calls for a density of twelve dwelling units to the acre which is reflected in the R-4 zoning covering the area. This neighborhood contains 563 dwellings at present. Although the residential population of West Beach increased in recent years as a result of new apartment construction, it is anticipated that substantial portions of existing residential areas will be converted into motel uses. Therefore, it will be likely that West Beach will experience a net loss in residential population. The

General Plan reflects this trend by expanding the area designated for mixed hotel and residential development as far toward the ocean as Mason Street.

Approximately half the land area of the West Beach neighborhood is given over to City College, including a recent acquisition of a large undeveloped parcel between Oceano Avenue and Loma Alta Drive adjoining the existing campus at the west. In addition, the area contains Pershing Park, which is shared with City College for athletic facilities. West Beach also contains Ambassador Park, located within the motel strip on Cabrillo Boulevard, Plaza del Mar, and the Moreton Bay Fig Tree.

The neighborhood shopping facility located on Montecito Street serves the ocean-front residential and motel areas in the vicinity.

Westside

Area: 517.7 acres

Existing Dwelling Units: 2735

The Westside is bounded on the north and east by Highway 101; on the south by Carrillo Street and the base of the Mesa Hills; and on the west by the base of the hills containing Bel Air Knolls.

The Westside neighborhood is used primarily for single-family homes. One portion of this area, however, between Highway 101 and San Andreas Street where the General Plan calls for twelve dwelling units to the acre, is zoned R-3 for multiple dwellings. This area has been gradually rebuilding with new apartment houses, and it can be expected that increases in such apartment development will continue within this corridor. In the past, the proximity of the railroad tracks to dwellings has been detrimental and has had the effect of discouraging improvement. As future development takes place in the area, adequate buffering techniques and the orientation of development away from the railroad can alleviate the effect of this detracting element. West of San Andreas, where zoning is R-2, some duplex development has taken place. However, the major portion of the area is still developed with single-family dwellings. Beyond Robbins Street, where the General Plan calls for five dwelling units to the acre, R-1 zoning establishes the remaining portion of the Westside as an area for single-family residential development. Although E-3 zoning would conform to the General Plan density of five dwelling units to the acre, this vicinity of the Westside is designated R-1 because the majority of lots in the area are the minimum size required in an R-1 zone.

The area contains the Harding Elementary School and the La Cumbre Junior High School.

At present, the Westside has no fully developed parks. Anapamu Park is partially developed. The General Plan indicates additional neighborhood park facilities, one in the northern area on the Pilgrim Terrace land and one in the vicinity of Harding School. Anapamu Park should also be enlarged to neighborhood Park status. Las Positas Park, a community park facility planned for the sanitary landfill site off Las Positas Road, will supplement these parks for the Westside.

Oak Park

Area: 437.4 acres

Existing Dwelling Units: 2813

Oak Park is bounded on the north by Mission Creek; on the south by Sola Street; on the east by State Street; and on the west by Highway 101.

The Oak Park area, much like West Downtown, is an area containing older homes that are gradually being replaced with apartments. Development in the northern section above Mission Street has been influenced by Cottage Hospital and the medical complex surrounding it. Here, the neighborhood has been experiencing a continuous transition from residential to office and apartment use. Away from the hospital and south of Mission Street, the existing mixture of cottages, Victorian homes, and older apartments is being altered by new small-scale apartment developments.

The General Plan calls for a density of twelve dwelling units to the acre for most of this neighborhood. Almost half of Oak Park's land that is now in residential use is zoned R-4, and the residential land adjacent to the hospital area is zoned R-3. For the residential area to the west of State Street between Mission Street and Constance Avenue, the General Plan calls for a low density of five dwelling units to the acre. This stable, single-family area should be maintained, and present zoning conforms to the General Plan with an E-3 designation. The C-0 zoning around Cottage Hospital extends one block to the north, east, and south, and two blocks to the west. This is an expansion of the C-0 zone which has been necessary to accommodate doctors offices, clinics, and laboratories.

The neighborhood contains the Garfield Elementary School and Oak Park. An additional neighborhood park is needed in the southern half. As in the West Downtown neighborhood, possible redevelopment in the Oak Park neighborhood provides the opportunity for better utilization of land bordering Mission Creek.

Some neighborhood shopping facilities are provided in the vicinity of the intersection of Mission Street and De la Vina Street. This convenience shopping center shares a problem in common with those in the Westside and on the Mesa related to the spread of commercial uses on all four corners of the intersection of two primary arteries. This will be discussed in more detail in the commercial section of the report.

The section of State Street between Mission and Micheltorena streets is substantially developed in accordance with the General Offices and Hotel designation given in the General Plan.

Downtown

Area: 169.1 acres

Existing Dwelling Units: 275

The Downtown area is bounded on the north by Sola Street; on the south by Ortega Street; on the east by Santa Barbara Street; and on the west by De la Vina Street.

Since it is the Central Core, the Downtown area is more intensively used than other parts of the City. In addition to its primary function called for in the General Plan as General Commercial and Office Use, the Downtown also houses a small number of City residents. Residences range from cottages and second story apartments to residential hotels and institutions. Because general

office uses have been expanding in the Downtown area, it is assumed that residential use will decline. Plans for redevelopment envision high-density residential development on the periphery of the Downtown district. Presently, there are 275 dwellings in the Downtown area.

The Downtown shares with the Laguna neighborhood the site of the old Spanish Presidio. The existing El Presidio de Santa Barbara State Historic Park is located in Downtown.

Lower State

Area: 125.6 acres
Existing Dwelling Units: 168

Bounded on the north by Ortega Street; on the south by Cabrillo Boulevard; on the east by Santa Barbara Street; and on the west by Chapala Street and Mission Creek.

Lower State Street is an area of mixed commercial and industrial uses, with a small population scattered in retirement homes and semi-residential hotels. The future of the lower State Street area is anticipated by the General Plan to be devoted to Hotel and Related Commercial Uses. Such future development would provide a business and tourist link between the central business district and the oceanfront. Whatever occurs in this vicinity will depend on land use policies that will result from redevelopment planning now under way. At present there exist 168 dwellings, not including 100 hotel-motel units.

The Lower State Street area contains Vera Cruz Park, Lincoln School, and the railroad station.

Milpas

Area: 49.9 acres
Existing Dwelling units: 81

The Milpas area is bounded on the north by Canon Perdido Street; on the south by Highway 101; and on the east and west by the rear of the commercial establishments on each side of Milpas Street.

Milpas Street has developed into a solid strip of commercial activity along both sides of the street, which is consistent with present zoning. Some residential use exists in the area and will persist, above and behind shops. Milpas is the main commercial center for the Eastside neighborhood, Eucalyptus, and/or parts of the Riviera.

Coast Village

Area: 63.9 acres
Existing Dwelling Units: 116

The Coast Village area is bounded on the north by the rear property lines of the lots on the north side of Coast Village Road; on the south by Highway 101; on the east by Olive Mill Road; and on the west by Hot Springs Road.

Coast Village is primarily a commercial district with some scattered residential development. The General Plan designates this area for commercial uses, and it is anticipated that they will continue and probably expand. In addition to commercial development in the area, it is anticipated that further residential development may occur. Presently, Coast Village has 116 dwellings.

North State

Area: 246.9 acres

Existing Dwelling Units: 496

The North State Street area is bounded on the north by the northern boundary of the commercial properties on the northside of State Street and by Via Lucero; on the south by Highway 101 and the southern boundary of the commercial property on State Street and De la Vina Street; on the east by Mission Creek; and on the west by San Marcos Pass Road.

North State Street is an intensively developed commercial strip, with a scattering of multiple family residential development. In addition, mobile home parks are located on the periphery. The General Plan calls for a mix of office and hotel uses combined with general commercial uses, and a trend of such uses is expected to continue. Little or no residential growth is anticipated for this area.

The Via Lucero area, just north of the State Street and La Cumbre Road intersection, is designated for some commercial land use. The majority of the area along Via Lucero Drive is designated for residential, twelve units to the acre density.

Hope Ranch and Montecito

Bordering the City on the east and west are the low-density residential areas of Montecito and Hope Ranch. Both have strong associations composed of the residents to protect the character of these very desirable residential areas. Stabilized as they are, they form effective boundaries to the incorporated City.

Commercial Land Use

Introduction to Growth Management

Santa Barbara's natural beauty, idyllic climate and charming ambience have long attracted residents. Before the 18th century, Santa Barbara's earliest residents, the Chumash Indians, enjoyed an abundance of natural resources for thousands of years.

Then came "civilization," beginning with the arrival of the Spaniards in the 18th century. As the community grew, so did the question of how to create a thriving city without destroying the natural beauty, unique character and abundance of resources, the very things that made the area such an ideal place in which to live.

As early as 1874, concern was voiced over the fate of the city:

"The old landmarks and most charming characteristics of Santa Barbara are disappearing before the march of 'improvement,' and though our practical people cannot move the mountains, nor change the scenes, nor spoil the climate, they are doing all they can to despoil the quaint beauty of the place and make it just a commonplace American town...."

(From an editorial in the *Morning Press* of January 3, 1874)

As more and more people moved to Santa Barbara in the following century, it became increasingly clear that if population growth and development continued at the same pace, the City's ability to provide adequate resources for its residents would fall short in the not-so-distant future. In addition, the City's beauty and charm, the basis of its economy, would be considerably diminished, if not destroyed.

Growing concerns over these issues resulted in the adoption of the City of Santa Barbara's first General Plan in 1964, a plan that attempted to preserve a beautiful, thriving community which current residents would be proud to bequeath to their children, grandchildren and many generations to come.

Since the City adopted the first General Plan, it has been dedicated to a participatory planning process, encouraging input and feedback from the residents. Over the last 20 years, the Community has undertaken an ongoing debate over how, and how much, the City should grow.

Community
Goals:
Setting a
Course for
the Future

Concern for the quality of life in Santa Barbara and its relation to resource limits resulted in a 1974 "Impacts of Growth" Study. In response to this study, the City adopted a major General Plan and Zoning Amendment which ~~this~~ reduced densities in residential areas and also called for a population goal of approximately 85,000. It was recognized that to maintain a balance between jobs and housing, a proportional reduction in commercial/industrial zoning potential would also be necessary. The City and County of Santa Barbara experienced substantial growth in their nonresidential sectors in the years following the 1975-77 General Plan/Zoning Ordinance amendments. The Community became concerned about changing economic conditions, increasing development pressures and decreasing resources. They raised concerns that the 1975 amendments addressed only residential pressures on the City's resources and failed to address the need for balance between residential and commercial development. A "living within resources" ballot measure was thus drafted and passed in November of 1982 by a three-to-one margin (Section 1507 of the City Charter).

Based upon the direction of the new Charter Section and looking ahead to the 21st century, the City began a comprehensive update of the General Plan to shape the future of Santa Barbara. Believing that a healthy community results from the balance of a vibrant economy and growth management, the Council set out to meet the overall goal of "living within resources." The objective of the Update was to develop a clear and concise guide for future physical development of Santa Barbara. Toward this end, a need was identified to preserve the community's most valued assets: natural beauty, the strong sense of community and the unique quality of life. To set the course for the future, the Council adopted the goals of providing adequate services and facilities; ensuring a strong economy; providing affordable housing; maintaining unique desirability; and providing safe and convenient transportation.

Key Findings
of
the
Update Process

The City of Santa Barbara began a five-phase process to update its General Plan in 1982. The General Plan Update built upon previous studies and in response to issues and questions raised by the community and decision-makers. The City's General Plan Update and this General Plan Amendment (GPA 1-90) were undertaken with the State's Planning and Zoning Law and the General Plan Guidelines as their guiding authority.

Phase I of the General Plan Update process began with the study of key resource issues and the preparation of technical studies assessing the status of the City's resource base. These studies concluded that zoning existing in the 1980's would allow development beyond a safe and appropriate level for the community at a time when the City is facing limited resources and increasing demands for service. Therefore, there would be a need for the City to limit growth consistent with the community's desire to live within resources.

Phases II and III encompassed a broad-reaching public participation program. The findings of this program pointed to the overriding importance of "living within resources" for Santa Barbara residents. Consistent with this goal was the support throughout the community for the selection of a "low-growth" plan. There was a strong desire to implement the outcome of the General Plan Update process and to explore new methods for regional cooperation.

In supporting low growth in the future, citizens were concerned that the development pressures on an area as attractive as Santa Barbara could jeopardize the unique qualities they value most. Many expressed a desire for minimal future growth in response to these development pressures. At the same time, many participants expressed strong support for new residential growth.

Phase IV activities focused on further refining the opportunities and implications of limiting growth. The Phase IV activities revealed that not only are the issues complex, but also that limited growth will affect different segments of the City in different ways. Commercial growth limits may have a neutral effect on most sectors of the economy due to the City's diverse and clean economy, strong migration from outside the area and the community's commitment to affordable housing. However, over the long term, an Economic Study Group identified a need to give special assistance to the retail and tourism sectors and for a regional approach to socioeconomic issues.

The group also identified the lack of affordable housing on the South Coast as one of the most serious threats to the local economy. As land prices continue to increase, the pressure to displace the middle class will create greater disparity between the upper and lower income brackets. This could threaten the ability of the City to maintain a diverse and equitable distribution of income regardless of the selection of a growth alternative. Out-of-area commuting will continue to increase, resulting in additional traffic impacts. If commute distances to affordable housing become too long, some Santa Barbara businesses could find it difficult to operate.

Santa Barbara must take advantage of its diverse economy and economic mix by encouraging more efficient use of existing and underutilized space. A key to the future economy is upgrading the quality and mix of uses within the future-growth constraints.

The City also faces major expenditures to provide adequate water supply and road improvements for the next increment of growth. Adequate financing is not available to meet current City maintenance needs without voter approval of long-term financing. Some combination of funding measures will be necessary to continue to provide existing levels of service, meet future capital and maintenance needs, and provide for new service demands.

In addition to the public services challenges facing the City, limited resources must be carefully managed. In response to this, the City is pursuing long-term supply options for water and continues to study ways to improve traffic flow. The Regional Air Quality Attainment Plan and local standards are attempting to address air quality concerns. The community has acknowledged its desire to maintain the small-town ambiance in a city noted for the charm of its tree-lined streets, clean air and mountain views from pristine beaches. The challenge of

maintaining this environment while providing adequate services and managing a finite resource base will be the City's focus for the next 20 years.

A regional workshop explored regional approaches to solving major issues such as water, traffic, and housing. Actions which could occur on the regional level to help coordination include preparation of a regional Master Environmental Assessment; development of a consistent data base; creation of a Regional Planning Commission; and development of legislative and financial incentives for regional coordination.

The Growth Decision

The Council and Planning Commission held extensive public hearings to consider the complex issues discussed above. In April 1989, the Council took action to deal with solutions to the issues facing the City. The four comprehensive actions were as follows:

- 1) Establish a three-million-square-foot, 20-year growth cap for new nonresidential development;
- 2) Recognize the development of housing for all sectors of the community as a high priority;
- 3) Outline a long-term implementation program; and,
- 4) Institute interim actions in order to make short-term decisions consistent with longer-term decisions and goals.

During the Update, the public expressed the importance of a strong commitment to implement the conclusions of this process. Growth experienced in the years following the 1975 General Plan amendments resulted partially because the 1975 "down-zoning" addressed only residential uses and left the commercial zoning potential intact. In 1989, the City balanced the equation by reducing non-residential growth potential to be consistent with the 85,000 population goal set in 1975.

Through its actions, the Council has recognized the need for development on vacant properties; flexibility for existing businesses to expand; development of necessary community benefit projects; and the need to promote residential development. The City Council's actions considered a 20-year horizon and involved numerous strategies aimed at directing limited development potential toward meeting community needs, while adhering to the Charter mandate to live within resources. Recognizing the long-term nature of this planning effort and the changing needs of the community, a review process was established for the Land Use Element. The City will review the goals and policies and the effectiveness of the implementation strategies after five years (1995) and after fifteen years (2005).

Consistent with Santa Barbara's history of public participation, and to confirm the results of the General Plan Update process, the City Council placed the future direction for growth on the ballot in November 1989. By placing the decisions made during the Update process on the ballot, the community's desire to implement the General Plan became the directive approved as Charter Section 1508, which not only sets the direction for future growth within the City, but also mandates that implementation of the growth cap be completed through General Plan amendments, Zoning Ordinance revisions and other measures.

Challenge
for the
Future

Within the growth cap, there is a reserve of development projects which will be constructed within the next few years. These projects, which have already been accounted for within the Approved and Pending categories, constitute a major portion of the new development potential of the City under the 3-million-square-foot growth cap. Included within this "reserve" of pipeline development are approved Specific Plans. Acting as a buffer to absorb demand for business expansion well into the 1990's, this development will provide opportunities for continued economic growth.

As buildout of the pipeline development occurs, the focus of development activity will begin to shift toward the creative reuse of existing buildings. During the Update process, it was recognized that a substantial amount of existing physical space is underutilized. By approving a low-growth future, the public sent a clear message that future growth should be directed toward more efficient use of this existing space. Growth limitations which would encourage more efficient use of space would also encourage upgrading of the quality and mix of uses within existing structures, resulting in a vital economy while managing the environmental consequences of growth. Future options for creative development could include remodeling and rehabilitation, reconstruction of existing structures, and the possibility of transfer of development rights. As existing physical space is used more effectively, City services and the infrastructure will also be used more efficiently, minimizing the costs of providing additional public services such as water and transportation.

In recognizing the City's options for future growth, the community acknowledged a potential trend toward gentrification. The City's challenge in the next 20 years will be to maintain the charm and character of a culturally diverse community that has chosen to limit growth in the face of pressures for continued growth. The growth cap will result in higher competition for existing space and, in the long term, commercial rates will probably increase, affecting both marginal retailers and smaller service industry. Left unchecked, the long-term effects of growth pressures could change the unique economic and cultural mix of the community. Strategies to provide both housing and economic opportunities for all sectors of the community are important factors in the effort to maintain the City's economic, social, and ethnic diversity.

In summary, the key issues facing Santa Barbara are economic vitality, fiscal health, and balanced land uses, as well as regional concerns such as air quality, water availability, traffic congestion, and jobs/housing balance. Like many older cities, Santa Barbara's commercial/industrial development allowed by zoning is vastly in excess of the housing and natural resources needed to sustain a balanced community.

The philosophical issues underlying these subjects, however, are highly controversial. How can a local government provide for the common needs of the community (water, freedom of movement, housing, open space) without conflicting with personal property rights and growth expectations? Only with difficulty. In spite of these difficulties, a past history of community action, as well as this General Plan Update and its public participation process, demonstrate a strong consensus among residents for limited growth. For example, the Charter Amendments passed by the voters in Santa Barbara in 1982 and 1989 mandated that planning policies provide for a balance of residential and commercial development which does not overburden the City's resources.

Santa Barbara can expect to feel continued pressure to grow resulting from its role within a successful economy. The City and the South Coast are part of a larger economy which is linked to national and international trends. Santa Barbara's decision to pursue low growth in the future represents the desire to build a sustainable community within a region and a State also facing resource constraints and accompanying growth pressures. By redirecting growth into the existing community, through the reuse of existing buildings and infrastructure, Santa Barbara can retain its vitality and diversity. By providing economic opportunities in new areas and encouraging creative approaches to the way we look at the "built" environment, Santa Barbara looks to a future with a vision, meeting the continuing needs of a dynamic community.

The challenge of living within resources and forging a sustainable future is not unique to Santa Barbara. Facing increased energy, environmental, fiscal and social costs within the next decade, many cities will be challenged by the problem of continued viability. The entire region, state, and nation, will be struggling together in the years to come to build a sustainable living environment which serves basic human needs and provides a high quality of life.

Goals of
General Plan
Amendment
1-90

Goals which were set at the beginning of this Update process were expanded and revised during Phases III and IV. Several of the goals reiterate previous consensus of the Community and have been broadened in scope to include the contemporary needs of the City. These goals form the basis for implementation of the 20-year vision for the Community.

The goals of the Update are presented in order of importance ranked by the community. This ordering is repeated in the Policy Section. It is important to recognize the relationship between the General Plan and its interrelated Elements when reviewing these goals and policies. In many instances a Policy or Implementation Strategy, though located in the Land Use Element, requires that other Elements, such as the Circulation Element, be amended in the future to include these strategies. While several of the goals resulting from this Update process relate to cooperation between the local and regional jurisdictions, they have been placed for clarity within the issue areas they address.

The following section presents the Goals and Policies, the course of action chosen to guide decision-making in pursuit of the City's long term development goals. The Implementation Strategies are the action plans to carry out the policies. While it would be desirable to implement each of the strategies immediately, it is recognized that the City has limited administrative and financial resources. The strategies most critical to the implementation of Charter Section 1508 and the major growth decisions will be accomplished first.

Live Within Resources

Goal

1. The City shall live within its resources by balancing development with available resources and maintaining the established character of the City.

Policy

- 1.1 A nonresidential growth cap from 1990 until 2010 of three (3) million square feet has been established. Any development carried out under the Growth Cap shall be contingent upon the availability of resources. The three (3) million square feet of nonresidential development potential shall be allocated to the following five (5) categories:

<u>Category</u>	<u>Square footage</u>
Approved Projects	900,000
Pending Projects	700,000
Vacant Property	500,000
Small Additions	600,000
Community Priorities	300,000
Minor Additions	Exempt

Implementation Strategies

- 1.1.1 Develop an Allocation Based Zoning Ordinance to rezone the nonresidential zones to be consistent with the 20-year Growth Cap.
- 1.1.2 Develop a Floor Area Ratio (FAR) by zone/area as one of the standards implementing the three (3) million-square-foot Growth Cap.
- 1.1.3 Establish a long-term potential for buildout of vacant properties.
- 1.1.4 Rezone the transitional areas adjacent to Downtown.
- 1.1.5 Rezone the residential areas west of Downtown and the lower Westside from R-4 to R-3.
- 1.1.6 Any square footage which is not utilized in any category shall be set aside for possible use after twenty (20) years, or used during that twenty (20) year period for a project approved by the voters.
- 1.1.7 Establish a parcel-based and application-based system for monitoring and tracking the development allocation categories and recorded agreements for each parcel in the City.
- 1.1.8 Establish a process to exempt Minor Additions involving non-residential development of 1,000 square feet or less and Hotel Room for Room Replacements from the three (3) million-square-foot Growth Cap.
- 1.1.9 The goals, policies and implementation procedures in the General Plan shall be reviewed in 1995 and in 2005, directed towards an update in twenty (20) years.

Policy

- 1.2 Allocations for small additions to existing businesses shall be established, based upon the availability of resources, of 30,000 square feet annually for the twenty (20) year General Plan horizon.

Implementation Strategy

- 1.2.1 The Interim General Plan Ordinance shall be amended to establish an allocation process for Small Addition square footage which shall be adopted as part of the long-term implementation of the General Plan.

Policy

- 1.3 Any new or pending non-residential project may be constructed only if it will not cause a significant and unmitigated adverse impact on any of the following:

- The City's water resources.
- Traffic within the City.
- The supply of affordable housing in the City and South Coast area.

A finding shall be made that resources will be available and traffic improvements will be in place at the time the project is ready for occupancy.

Implementation Strategies

- 1.3.1 Design a Project Evaluation System (PES) for all future development opportunities relating to water resources, traffic capacity and affordable housing.
- 1.3.2 Design a system for expediting the processing of Minor and Small Additions with appropriate levels of review and findings of approval for these types of projects.
- 1.3.3 Adopt ordinance amendments which include findings of approval for all nonresidential development projects as described in Policy 1.3.

Services and Facilities

Goal

2. Provide adequate public services and facilities to all the residents of the community.

Policy

- 2.1 The City shall pursue a variety of financing sources for capital improvements and services.

Implementation Strategies

- 2.1.1 Pursue the possibility of voter approval of tax overrides to the Proposition 4 spending limit, if necessary given the status of the City's reserves and spending limits.

- 2.1.2 Investigate increasing fees to pay the cost of providing services to the Community.
- 2.1.3 Pursue voter approval of general obligation bonds for major capital improvements.

Policy

- 2.2 The City's capital improvement planning shall be tied to the rate and amount of future growth.

Implementation Strategies

- 2.2.1 Individual projects shall be evaluated for their impacts on the City's ability to provide adequate services and facilities.
- 2.2.2 Services and facilities shall be available for developments prior to approving projects.

Policy

- 2.3 The City recognizes that a need for child care facilities and programs exists and may intensify with additional development. The City shall encourage development which provides for child care facilities and programs.

Implementation Strategies

- 2.3.1 Develop a Child Care Element of the General Plan.
- 2.3.2 Include in Transportation Demand Management planning the provision of on-site child care as a means of reducing traffic.
- 2.3.3 Include child care as one of the criteria for project evaluation of proposed development projects.
- 2.3.4 Include child care as an issue in the discussion of job/housing balance as it relates to increases in the number of workers per household.
- 2.3.5 Consider including the demand for child care within the context of the development review of a project.

Ensure a Strong Economy

Goal

- 3. Ensure a strong economy that provides the revenue base necessary for essential services and community enhancements and provides diverse job opportunities.

Policy

- 3.1 Provide funding opportunities for growth and rehabilitation in the Downtown and Waterfront areas of the City in order to maintain, protect and enhance the City's important retail and visitor-serving uses.

Implementation
Strategies

- 3.1.1 Support Downtown property owners and merchants in increasing the supply of public parking above Carrillo Street.
- 3.1.2 Complete and implement the Harbor Master Plan.
- 3.1.3 Expand the existing or create a new Redevelopment Area.
- 3.1.4 Expand upon the current Downtown and Old Town Retail Revitalization efforts through redevelopment and major street improvements to the Waterfront Area.
- 3.1.5 Encourage and assist property owners to complete the redevelopment of waterfront properties consistent with the visitor serving goals and capital projects needs of Local Coastal Plans (i.e., Park Plaza Specific Plan, Cabrillo Plaza Specific Plan, and the Lower State Street/Waterfront Design Task Force). Provide Redevelopment Agency support to priority projects within the area.

Policy

- 3.2 The City recognizes the economic importance of small business in the community and shall promote programs to encourage their continued economic vitality and flexibility in future expansion.

Implementation
Strategies

- 3.2.1 Prepare administrative procedures such as project streamlining for the expedient processing of development applications for vacant properties, small additions and minor additions.
- 3.2.2 Prepare special area studies and new zoning policies for a Small Business/Incubator Business/Enterprise Zone.
- 3.2.3 Consider a Haley/Milpas retail/commercial service area.
- 3.2.4 Explore ways for technical assistance to be provided to locally-owned small businesses.
- 3.2.5 Explore a legally binding Transfer of Development Rights (TDR) system.

Policy

- 3.3 Encourage and promote economic development of minority businesses in the community to assist in preserving cultural diversity.

Implementation
Strategies

- 3.3.1 Facilitate the organization of a minority business investment corporation.
- 3.3.2 Consider affirmative action in City purchasing policies.
- 3.3.3 Encourage the expansion of job-training programs sponsored by local educational institutions and public and private sector employers.

Policy

- 3.4 Recognize the City of Santa Barbara as part of a regional economic base within the South Coast.

Implementation Strategy

- 3.4.1 Study the feasibility of an economic model with the County of Santa Barbara and UCSB.

Ensure Affordable Housing

Goal

4. Ensure affordable housing opportunities for all economic levels of the community.

Policy

- 4.1 Residential development shall be considered the highest priority of development in the future.

Implementation Strategies

- 4.1.1 Incorporate new and reiterated strategies that were conclusions of the update process in 1990 into the Housing Element of the General Plan, including the following:
- Existing residential zones shall be allowed to build out as permitted under the current zoning.
 - Consider ways to make illegal units conform to the City's standard requirements.
 - Study the concept of an affordable housing overlay zone.
 - Study the potential for possible residential reuse of existing nonresidential uses.
 - Establish programs within both the public and private sector to assist income ranges above moderate income, 120 to 150 percent of median income, in purchasing housing in addition to existing lower income rental and purchase programs.
 - Explore the possibility of the Redevelopment Agency increasing the percent of tax increment which is directed to affordable housing.
 - Explore the possibility of establishing a program of TDRs within the residential zones for use by problematic properties.
 - Future residential development shall be assessed for the adequacy of existing neighborhood recreation facilities and the need to develop additional park and recreational opportunities.
 - Future residential development shall be coordinated with public transportation facilities and routes to ensure that adequate service is provided to high density residential areas.

- The City shall work with the school districts to inform them of future potential population shifts based on the location of higher density residential development.

Policy

- 4.2 Options for providing additional housing opportunities shall be explored where appropriate in nonresidential zones.

Implementation Strategies

- 4.2.1 Create a Mixed-Use Zoning package.
- 4.2.2 Study the feasibility of a new, high-density residential zone in the Downtown.
- 4.2.3 Consider allowing residential uses in the M-1 zone and in other non-residential zones where residential uses are currently not permitted.
- 4.2.4 Establish criteria and standards for Artists' Live-work Space.

Policy

- 4.3 Joint housing development opportunities shall be explored with the County of Santa Barbara and the City of Carpinteria.

Maintain Unique Desirability

Goal

5. Maintain the unique desirability of Santa Barbara as a place to live, work and visit.

Policy

- 5.1 Special area studies shall be conducted to identify zoning provisions and design standards to encourage appropriate development.

Implementation Strategies

- 5.1.1 Complete focused studies to identify zoning provisions and design standards to meet the unique needs and specific goals of the following areas:
- Haley/Milpas
 - Mercado/Placitas Study
 - Neighborhood Retail Study
 - Service Commercial Study
 - Office Restriction Study
 - Mixed Use in Commercial/Manufacturing Zone Study
- Industrial Area
 - Office Restriction Study
 - Heavy Industrial Restriction Study
 - Appropriateness of Residential Uses Study

- Waterfront
 - State to Garden Streets Specific Plan
 - Harbor Master Plan
 - West/East Beach Residential Neighborhood Study
- Downtown
 - Chapala Corridor Service Commercial Study
 - State Street Retail Zone Study
 - Cultural Arts District Study
- Airport
 - Master Plan
 - Specific Plan
- Other
 - Vacant Lands Inventory
 - Neighborhood Shopping Center Study (Mesa, Coast Village Road, San Andres/Micheltorena)

**Provide Safe and
Convenient
Transportation**

Goal

6. Provide safe and convenient transportation through improved traffic and circulation and increased parking.

Policy

- 6.1 The Circulation Element shall be amended to be consistent with the growth limit and new zoning concept.

**Implementation
Strategies**

- 6.1.1 Update the Circulation Element with the following strategies which were highlighted during the 1990 General Plan Update Process:
 - Explore mandatory application of Transportation Demand Management to existing, as well as proposed, developments.
 - Explore possible revisions to the City's existing parking requirements and policies to assess the need for more spaces in some instances, or reduce the parking as a deterrent to driving.
 - Establish a regional commuter shuttle system.
 - Study the possibility of creating a High Occupancy Vehicle (HOV) lane on the freeway.
 - Create a system for package delivery from retail stores to encourage the use of public transportation.
 - Create a system for easy access rental car facilities to reduce the need for owning automobiles.
 - Consider expansion of the free shuttle system.

- Consider a General Plan Amendment after a comprehensive study of local streets that may be appropriate for scenic highway designations.

Policy

- 6.2 Existing planned capital improvements shall be completed, including the Downtown Area Streets Program and Outer State Street Area I and II Improvements. Potential additional capital improvements shall be identified within the Circulation Element Update.

Implementation Strategies

- 6.2.1 Analyze the possibility of additional one-way couplets and peripheral commuter parking lots; analyze expansion of the Residential Permit Parking Program.
- 6.2.2 Explore other sources of funding to help pay for the solutions to the City's traffic problems.
- 6.2.3 Explore options for providing an additional freeway overpass to facilitate the movement of east-west traffic.
- 6.2.4 Improve the City's bicycle lane system.
- 6.2.5 Prepare a detailed traffic analysis of the Haley/Milpas and Industrial Area.

Policy

- 6.3 Regional coordination shall be established to explore ways to accommodate additional traffic on the freeway and explore other methods of improving traffic flow.

Implementation Strategy

- 6.3.1 Meet with Cal Trans, the Santa Barbara County Association of Governments, Santa Barbara County, and other local jurisdictions to discuss alternative methods of improving regional transportation systems and traffic flow on the Freeway such as HOV lanes, light rail, increased bus service and synchronized signals at Cal Trans intersections.

Regional Shopping Centers

La Cumbre Plaza shopping center, in operation since 1967 and located on a 38-acre site bounded by State Street, La Cumbre Road, and U.S. Highway 101, is comprised of two major department stores, a pedestrian mall bounded by smaller stores, and parking for 2,000 cars.

The Central Business District formerly served as the primary retail area for the county region. Recent economic studies indicate this function is now shared with La Cumbre Plaza. Retail sales in shoppers' goods for La Cumbre Plaza are almost equal in volume to the Central Business District; sales volumes for the CBD also show a decline since the opening of La Cumbre Plaza.

Community Shopping Centers

The Central Business District, which serves the South Coast as a Regional Shopping Center, handles the more durable and less frequently purchased goods such as clothing, furniture, books and the like. In contrast, the Community Shopping Center serves a major section of the City as a retail outlet for the more frequently purchased items such as groceries, children's clothing, drugs, sundries, notions, etc. There is, of course, a considerable degree of overlap between the items which might be purchased in the Central Business District and those which would be appropriate to a Community Shopping Center. An example of this, which has already been mentioned, is children's clothing. Also, a Community Shopping Center might well contain specialty shops which are also a valid part of the Regional Shopping Center.

For planning purposes, the City is divided into four major sections: The Northside, which includes everything north of Mission Street and above the freeway; the Mesa, west of the freeway and the Ambassador area; the Eastside, east of Milpas Street to include the lower Riviera and Sheffield areas; and the Downtown area, between Mission Street and the ocean and between Milpas Street and the Westside Freeway. These dividing lines are, of course, not distinct as they apply to the shopping habits of any particular resident. They do, however, serve as a guide to the proper location and size of the needed Community Shopping Centers. Fortunately, the necessary nuclei for these centers now exist in locations well suited to the areas which they serve.

Northside

The Community Shopping Center for the Northside is shown on the Plan as being in two sections: one, at the existing Five-Points Shopping Center at the Hollister Wye; and the other in the vicinity of State Street and Las Positas Road. Because of the large amount of land on both sides of State Street now zoned C-2, there is a danger that the convenience shopping facilities for the Northside could be diluted and spread over an area too large to be effective and efficient either for the residents of the area or for the merchants involved. It is essential that the specific locations for these community level shopping facilities be identified on the Plan and contain sufficient area to serve the anticipated purchasing power. Further, that future shopping center development not be allowed outside of the established limits of the facility. The areas for these two community shopping centers in the Northside are supportable with the anticipated ultimate purchasing power of the area which they serve. It is not contended that the studies made today indicating the amount of convenience shopping facilities needed in the future are forever absolute and infallible. As development occurs in the future, the pattern of purchasing power distribution will undoubtedly change and a constant course of restudy must be maintained to provide an adequate amount of land available to satisfy the needs. It is essential, however, particularly with these two Community Shopping Center locations, that any decision to expand the area available to convenience shopping development be soundly based on whatever changes in the purchasing power pattern have occurred. Pressures for an arbitrary change should be resisted.

It will be noted from an examination of the General Plan map, that an extension of either of these two centers would involve the location of shopping facilities separated and across a primary artery from the existing developments. Such a situation would create a conflict between the pedestrian and automobile traffic. This should be avoided. The existing locations of the shopping centers in the Northside are ideal from this standpoint, as they are concentrated in only one quadrant of the intersection of two primary arteries. The Five-Points Shopping Center is particularly well located in this respect in that it is actually surrounded on all sides by primary arteries and the freeway.

Mesa	<p>The Mesa Shopping Center, located at Cliff Drive and Meigs Road, has unfortunately been developed on all four corners of this major intersection. In order to promote as rational and functional a center as possible, the General Plan proposes the Community Shopping Center be located primarily to the west of Meigs Road and Shoreline Drive with a pedestrian grade separation across Cliff Drive connecting the two parts of the facility. The commercial developments to the east of Meigs Road and Shoreline Drive have been shown in the General Office category. It is suggested that future development in this area be of a non-retail nature such as offices and possibly some service commercial.</p>
Eastside	<p>The Community Shopping Center for the Eastside is now located along Milpas Street. The two major supermarkets in the Milpas Street complex, Safeway at Montecito Street and Jordanos with its accompanying shopping facilities at Carpinteria Street, form the major elements. It is proposed also that, for reasons mentioned previously, the shopping center facilities be encouraged to develop on the eastern side of Milpas Street and that the entire area of these blocks, to Alisos Street, ultimately be made available for development in conjunction with the shopping center. Special techniques must be used to make the Community Shopping Center development, as used and viewed from Alisos Street, compatible with the residential development on the east side of that street. The primary means to accomplish this will include effective design control of the facilities, and appropriate landscaping and screening of the commercial developments from the residences across Alisos Street.</p>
Downtown	<p>The residents in the Downtown area are served by the Community Shopping facilities located in or near the Central Business District.</p>
Neighborhood Shopping Centers	<p>The Community Shopping Centers provide facilities that attract from large portions of the City. They also serve as Neighborhood Shopping Centers for the residential areas in close proximity to them. Residential areas, however, at some distance from Community Shopping Centers are essentially unserved from the standpoint of meeting the daily convenience needs of the resident for such things as groceries and drugs. Normally, a housewife will make a trip about once a week to a community level supermarket to buy the majority of groceries that will be needed. During the week, however, there is a constant demand for small items for which the automobile trip of 1-1/2 or 2 miles to the Community Shopping Center is unjustified. To service this day-to-day need, the General Plan has shown neighborhood shopping facilities at Foothill and Cienequitas, at San Andreas and Micheltorena Streets, at Mission and De la Vina streets, at Olive and Micheltorena streets, and on west Montecito Street. In addition, similar Neighborhood Shopping Centers have been shown in the unincorporated area in accordance with the proposals on the County General Plan. These are at Hot Springs and Old Coast Highway, and at Modoc Road and Hollister Avenue.</p> <p>Normally, a Neighborhood Center contains uses such as a small market, a drug store, liquor store, small variety store, beauty shop, and barber shop and perhaps several general offices and doctors' offices. An automobile service station can be located in such a Center, but it is not necessary, nor, in most cases, is it a desirable element in such close relationship to surrounding residential development.</p>

Three Neighborhood Shopping Centers shown on the City General Plan now exist as commercial areas. The one at San Andreas and Micheltorena streets, and the one at Mission and De la Vina streets, while containing essential elements of a Neighborhood Shopping Center, unfortunately distribute commercial facilities on all four corners of the intersection of two primary arteries. In a Neighborhood Shopping Center particularly, pedestrians travel from one store to another quite frequently. The resultant conflict between pedestrians and automobile traffic on the primary arteries is undesirable. The General Plan has shown these two Centers oriented toward only one quadrant of the intersection. The particular quadrant on which the Center is ultimately developed is of no consequence, but the philosophy that to become a "center" this grouping must ultimately be accomplished is of considerable importance. The third Center now in existence is on Montecito Street in the Ambassador area. This Center is better related to the primary arterials. Care must be taken in the future to maintain this relationship.

Neighborhood Shopping Centers carry with them positive qualifications. They are usually located in areas which are residential in character. The service offered by such a limited facility will be of benefit to residents of the area. In order to provide the service, therefore, the facility must be designed and constructed in a manner that will make it entirely suitable to the surrounding residential development. Even this may not be enough; in order to offset the commercial nature of the development it must aesthetically become a positive asset to the residential community. The design controls which must be exercised by the City may, in part, take the form of specific standards for architectural type, materials, and landscaping. But beyond this the City should retain for itself the right to reject any proposed development which it deems undesirable or untimely. The establishment of these centers must be with the support of the residents in the area for the specific development proposed. The right of these residents to withhold their consent for any reason must be respected and upheld.

The facility which has been shown on the Plan at the intersection of Micheltorena Street and Olive Street is in somewhat of a different category than the others discussed. A Center is needed in the area, but there is neither an existing nucleus for it at the present time, nor is there available land on which to construct one. The symbol shown on the General Plan has been placed in the one block that would appear to have the best possibilities for such a development. There is a fire station in this block, as well as a small grocery store on Micheltorena Street. The balance of the properties in the block are all occupied by older houses, some of which have been converted to small apartments. There has been no new construction whatsoever.

General Commercial

In addition to the shopping centers of various kinds, there is always a need for a broad variety of retail commercial outlets that do not necessarily fit into the pattern of any specific type of shopping center. Such uses include appliance repair shops, used furniture stores, pet stores, plumbing and electrical shops, and so forth. Many of these, of course, can and do locate in Community Shopping Centers and in the Central Business District. There are, however, many more which do not, and it is necessary to provide areas for the accommodation of these miscellaneous commercial outlets. The General Plan has indicated two areas where this type of general retail commercial use should be encouraged to take place. One is on the eastern side of Milpas Street between Gutierrez and Canon Perdido streets, and the other is along De la Vina Street and outer State Street between Mission Creek and Las Positas

Road. Both of these areas are at the present time being used, in part, for this General Commercial use. Areas such as these tend to develop in a piecemeal and haphazard fashion with little unity of architecture or of development standards from one lot to the next. Cooperative parking facilities are seldom provided. In short, the small independent businessman operates on his lot and in his building entirely independently of those other businesses surrounding him. The net effect is usually lack of order, unattractiveness, lack of offstreet parking, traffic congestion, and an intense competition between the individual merchants to erect the most eye-catching and usually confusing signs and displays.

Unattractive and inefficient commercial developments, however, are not a necessary evil. They occur in areas where standards require nothing better, and not being required, individual property owners have no incentive to invest money for a better development if property owners next door are permitted to do things which render their efforts meaningless. As is true in many other aspects of community design, workable and meaningful quality controls must be uniformly established so that private investments will be protected and appearance, and hence the drawing power of each area, will be enhanced. The City has already made long strides toward the accomplishment of the framework within which such regulations can be exercised. The Architectural Board of Review is such a step. The next most important one would be the establishment of a Land Use Zone specifically tailored to these general retail commercial uses instead of their being included in the C-2 Zone, which should apply, basically, to the Central Business District.

General Office

The category of General Office uses includes administrative, business, and professional facilities of all types. Essentially, it is non-retail in nature, a center of employment rather than of sales and service. In a General Office area there will, of course, be a certain element of service involved, but the traffic generated thereby will not be at the same level as that generated in the Central Business District.

The General Office area shown on the Plan is in the vicinity of the Central Business District and the Civic Center and is divided into two types. In the Civic Center and immediately surrounding the Central Business District, the General Plan suggests an exclusive General Office area in which residential development would be discouraged. The reason for this is not that multiple residences and offices are incompatible, but rather to permit these close-in office areas to be used to their fullest extent for this specific purpose. Outside of this immediate area, the General Plan provides for a mixture of office and high-density residential uses. Standards for general office developments in this latter area must be as restrictive as those required in the exclusive high-density residential areas in order that the mixture between residential and office uses be compatible.

The areas along State Street between Micheltorena and Mission Streets and the outer State Street area, from Las Positas Road to San Marcos Pass, provide for a mixture of general offices, hotels, motels, and related commerce. This conforms with the existing uses and development trends in both of these areas.

Highway Service Centers

The General Plan proposes the establishment of two Highway Centers to take care of freeway traffic at either end of town. The center at the east end of town, which would serve primarily northbound traffic, is the Coast Village Road area. At the west end, serving southbound traffic, is the Hollister Road area between Hollister Wye and Modoc Road. Both of these areas are now oriented

to this use. They should, however, be identified positively as transient service centers for the freeway motorist. Land uses permitted in these two areas would include automobile service stations, restaurants, and motels. Well-designed and placed public directional signs should be provided on the freeway advising the motorist of the existence of the Highway Service Center in ample time for him to check his gasoline gauge and the desires of his passengers before approaching the off-ramp from the freeway to the service center.

The off-ramps from the northbound lane of U.S. 101 into the Coast Village Road are well located for this purpose. There is one between San Ysidro Road and Hot Springs Road, and another at Butterfly Lane. The off-ramp at the Hollister Wye is not as well located. The State Division of Highways should consider the redesign of the interchange between U.S. 101, San Marcos Pass, State Street, and Hollister Avenue. Contact should be made with the Division of Highways to ensure the best possible off-ramp design from the southbound lane of U.S. 101 to allow the efficient use of this area as a Highway Service Center.

With the establishment of these two Highway Service Centers at either end of town, the necessity for the provision of service station facilities to serve freeway traffic at any of the interchanges or crossovers on the freeway between these two points is eliminated. Other interchanges can then be devoted fully to their primary function of carrying traffic smoothly from the freeway into the various districts of the City, and from the City back onto the freeway.

The Automotive Center in the Downtown area, in addition to its other functions, can also serve as a close-in, highway-related service center with its access at the Castillo Street interchange. As contrasted with the Highway Service Centers on either end of town, whose primary function is to serve the motorist traveling through the area, this centrally located Center would serve motorists whose destination or point of departure is the central area of Santa Barbara.

Hotel and Residential

Tourism is essential to the economy of Santa Barbara. In order to enhance tourism, the General Plan has recommended, since 1964, that the area of the City known as East Beach be set aside for Hotel and Residential development. Although currently being used for general commercial and industrial activity, this beachfront area is far more suitable for tourist, recreation, and residential activities. The railroad yards and mainline, and most of the commercial and industrial uses now located within the East Beach neighborhood must eventually be relocated so that this area of Santa Barbara can be converted to proper shoreline-oriented uses.

Hotel-Conference Center

The Hotel-Conference Center proposed for the East Beach area should be low, open-profile, in Santa Barbara scale, and in character with the rest of the City, especially the waterfront. It should be designed to include generous, landscaped open space. Automobile usage within the hotel complex should be minimal. Finally, the hotel should be connected to all other activities on the shoreline and the CBD by a shuttle system.

Regarding such tourist amenities, the Goals Report of the General Plan states that "emphasis should be placed on the preservation and protection of scenic areas and improvement in the quality of the historical, recreational, and other tourist and visitor attractions and accommodations rather than on intensive campaigns to increase the quantity of tourist activity in the community. Efforts

to improve the quality of those features and activities which are attractive to visitors should be accomplished with primary emphasis on their benefit and enjoyment by permanent residents of the community."

It is anticipated that the addition of a Hotel-Conference Center to the Santa Barbara area will stimulate local tourism because, in addition to vacationers, it will draw people to the City for conferences who presently bypass the area because of inadequate facilities.

**Beachfront
Market
Housing**

Residential development is also considered properly located in the Lower State Street neighborhood, generally between State and Garden Streets, north of Cabrillo Boulevard and to the south and east of the Transportation Center. The area is now developed primarily with commercial and light manufacturing uses; these activities must also be relocated in order to allow proper development to occur. The Central City Redevelopment Plan calls for Market Housing to be developed in this area, to be oriented toward the beachfront. This residential development should recognize and complement any existing or proposed tourist-oriented commercial activity along Cabrillo Boulevard or along State Street below the Transportation Center.

**Hotel,
Motel,
and Related
Commerce**

Another Land Use classification oriented toward the visitor is that of Hotel, Motel, and Related Commerce. One basic area is shown on the General Plan with this designation. This area runs from Castillo Street near the harbor to approximately Santa Barbara Street along Cabrillo Boulevard and up each side of State Street to the Transportation Center.

Commercial uses that can be considered to be related to hotels and motels, and therefore appropriate for this area, include restaurants, commercial recreation facilities such as bowling alleys, miniature golf courses and the like, and automobile service stations. Specialty and gift shops might also be appropriate in such an area.

Mercado

A tourist-oriented shopping area, or Mercado, has been suggested for the vicinity east of State Street, between the Transportation Center and Cabrillo Boulevard. A Mercado is a place for an interesting mixture of small shops which make, process, and sell the results of craftsmen's creative efforts - a place where a craftsman-merchant can also live; where eating, beverage, and entertainment establishments are interspersed with the shops in a setting of plazas, malls, and winding auto-free walks.

At the present time, the City is planning to develop Stearns Wharf with a series of commercial activities which are intended to act as a tourist-oriented shopping area on the waterfront. The tourist-oriented activities of the Mercado could be a duplication of the activities being planned for the Wharf, and could therefore be in conflict with the wharf development. Because of this, the General Plan recommends against the creation of such Mercado until market analysis demonstrates that a Mercado, in addition to the Stearns Wharf development, is a viable use on Santa Barbara's shoreline.

**INDUSTRY
AND
EMPLOYMENT**

In considering the economic base of the Santa Barbara area in a previous section of the report, we explored the meaning of the term "industry" as it applies to Santa Barbara. It is that activity which produces a net basic income into the area from outside. In the case of Santa Barbara, we have seen how this is Tourism and Property and Pensions. Manufacturing, the activity normally associated with the term "industry," is far down on the list. The land uses which

occupy the industrial section of the City have, in general, very little to do with industry in the manufacturing sense of the word. Rather, they are service industries. Included in the category of service industries are warehousing and distribution points for merchandise, lumber yards, building material storage and supply, machine shops, gravel yards, iron and woodworking shops, and so forth.

All of these uses are essential to the proper functioning of a city. The service provided by most of these industries is not limited just to the City of Santa Barbara, but serves the entire South Coast, and it is from this standpoint that their proper location and function must be viewed. There are some, of course, such as linen supply or restaurant supply houses which have their major service outlet within the central area of the City. However, the majority of the other service industries such as gravel plants and lumber yards serve the entire South Coast equally, and there is, therefore, considerable flexibility in the selection of an efficient location for them. Of one thing we are sure -- that from the standpoint of urban design and proper land use related to potential, the area in which many of these service industries is now located is singularly inappropriate. Activities having to do primarily with construction, such as gravel yards, hot mix plants, building materials storage, open contractors yards, lumber yards and the like, should ultimately be relocated in another section of the South Coast more closely linked with where building is going on. A considerable area in Goleta has been set aside for industry. It would appear that this location for these construction industries would be more efficient than the present location in the industrial area of the City in view of the future growth potential in the Goleta area. The General Plan recommends that those service industrial uses which remain in the industrial area of the City be subject to both performance and development standards including controls on architecture, setbacks, landscaping, traffic movements, and the emission of dust, smoke, noise, and other obnoxious elements.

The goal is to realize the ultimate re-development of that portion of the industrial area north of the freeway and between Milpas Street, Cota Street, and Anacapa Street into an Industrial Park which will be in harmony aesthetically with the development along the oceanfront immediately to the south of it and with the Central Business District, Civic Center, and residential area to the north. Most of the properties in the area are rather small and in individual ownerships. They must, through public and private initiative, be grouped together into larger parcels in order that the quality of development suggested by the General Plan be realized.

Typical development standards for the Industrial Park would include architectural control through the existing Architectural Board of Review, minimum setbacks of 25 feet with complete landscape treatment of the open areas, provision of adequate parking and loading space suitable to the facility and fully enclosed by screening walls and planting, exclusion of any operation which emits smoke or fumes, and limiting of the noise levels. Performance standards for the maintenance of landscaped areas and building and operating conditions would also be set forth to insure the continued operation of these facilities in a manner fitting to the Industrial Park. The type of operation carried on within the walls of any of the buildings in the Industrial Park is not so important as the effect that such operation has on the surrounding property and on the City as a whole.

As stated before, the same temperature inversion conditions which exist in the Los Angeles area and which are responsible for the intense smog conditions there also exist in Santa Barbara. One has only to look out over the City on the mornings when backyard incinerators are in operation and to see columns of smoke rising to an elevation of several hundred feet and flattening out abruptly to realize that this potential smog condition is a threat to the living environment of Santa Barbara which is so highly prized. Smog, in any degree whatsoever, must not be tolerated here. This is a primary recommendation of the General Plan.

Offshore Oil

On January 28, 1969, an industrial accident of unparalleled magnitude occurred at ill-fated drilling platform 'A', only seven miles southeast of the City in the waters of Santa Barbara Channel. Within the first ten days of the spill, more than two million gallons of crude oil escaped to the channel surface. The cleanup bill for pollution to the Harbor and South Coast beaches ran in excess of 4.8 million dollars.

No other single man-directed activity has had such a damaging effect on the City's economy and potential as has off-shore oil production. An oil-stained channel stands in direct contradiction to the fundamental reasons for Santa Barbara's existence. The City owes its origin and continued well-being to the beauty of its natural setting. The basic elements of the area's economy (Tourism, Research and Development, Properties and Pensions) are dependent upon a clean environment capable of attracting visitors and retaining residents.

Due to the nature of the local economy, the visual pollution of drilling platforms, and the hazards involved in oil drilling through the unstable channel floor, the General Plan recommends prohibition of any new drilling to the channel, the termination of existing leases, and removal of platform structures. Any drilling or production proved to be necessary for remedial purposes must be accomplished within the above recommendations.

ADMINISTRATIVE AND RESEARCH CENTERS

The Center for the Study of Democratic Institutions on Eucalyptus Hill and the Hoffman Science Center on Miramonte Hill are good examples of Places of Employment located in a residential environment and completely compatible with it. The General Plan suggests that such Places of Employment as these can be located in many residential sections of the City and can provide the opportunity for employment close to the homes of those who work in the centers. This, to some degree, would relieve the traffic movements to and from the central area of the City. Standards for the development of such centers must be very high. The provision of an abundant amount of open space about them is mandatory and such problems as vehicular access for employees must be adequately solved. The facility would be approximately located on a primary artery. If not, then it must be the responsibility of the developer to provide this access from an artery without the disruption of local residential streets. The site of any proposed Place of Employment should, ideally, contain at least 20 acres. It is obvious that architectural and landscaping controls and performance standards must secure a high quality for each such institution.

The General Plan indicates several possible locations. It does not, however, limit the possibility of such developments to only the locations shown. Each proposal for a Center should be considered completely unique and be treated on its individual merits. To do this, the City must retain for itself, much as has been suggested in the discussion of Neighborhood Shopping Facilities, the right to reject a proposal which it believes inappropriate for any reason. In other

words, zoning to permit an administrative or research center should be granted only after complete development plans have been approved and performance standards established.

MEDICAL FACILITIES

Partly in response to the needs of the many retired people who come to Santa Barbara to live, the City has become a medical center of considerable importance. The General Plan suggests no basic change in the hospital facilities now provided in the City by the Cottage and St. Francis hospitals. The provision for independent medical facilities such as doctors' offices, clinics, laboratories, convalescent hospitals, etc., in the vicinity of both hospitals is supported by the General Plan. It has previously been noted that some expansion of the medical facilities zone around the Cottage Hospital is in order so that all property within a block of the hospital is included in the medical center. That same principle, however, should not be applied to the St. Francis Hospital area at this time since considerably different influences apply. Only one medical office development has been constructed in the area. The status of Micheltorena Street as a primary traffic artery is in doubt. No change should be made in the boundaries until the need for this medical center area is more definitely established and until adequate access to the area is assured.

PUBLIC USES

Schools

Ideally, schools should be located at the geographic center of the areas which they serve. The concept of the neighborhood school has been modified, however, in an attempt to increase efficiency and to improve the ethnic and racial balance, especially in the elementary schools within the City. The official policy of the Santa Barbara School District, as outlined in their master plan, calls for fewer and larger elementary schools having enrollments ranging from 450 to 800 students.

According to the District Master Plan adopted in 1969, no new elementary school sites will be required in the decade ending 1979. Elementary enrollment will only increase an estimated 1.8% during that time period. Rather than acquiring new elementary school sites, the District hopes to concentrate on the correction of structural deficiencies, expanding capacity of existing facilities, and enlarging existing school sites.

In contrast to the elementary pattern, secondary school enrollment shows a continuing growth trend. Secondary enrollment will increase nearly 29% between 1969 and 1979. Practically all of this growth will occur in the Goleta suburban area where the Santa Barbara High School District plans to construct two additional junior high schools and one new senior high school in the 1970s.

The General Plan shows the location of existing elementary and secondary schools. No attempt is made to project school site needs beyond the ten-year planning period of the School District Master Plan. Ultimate school housing requirements will be subject to future School Board policies regarding enrollment capacities and could also be influenced by the following factors: (1) The possibility of a twelve-month school session to make more efficient use of existing school buildings; (2) Multi-story construction on present campuses could increase site capacity; (3) The impact of redevelopment projects may require additional schools; and (4) Open enrollment and busing could further modify the neighborhood school concept.

As an urban area grows, established elementary school district boundaries can be a significant impediment to the proper location of new schools and the formation of their service areas. Such a situation exists with the Hope School District in the north end of the City and the Cold Springs School District in Montecito. In order to provide the most efficient use of school facilities it is recommended that these district boundaries be eliminated by means of unification.

Considering today's inflationary trend and the increasing difficulty of assembling sufficient land space for a potential school site, the long-range school system operation could be benefited by a site acquisition program for the purpose of purchasing suitable school sites before the time of need. Present district policy limits site acquisition to not more than five years before a new school is planned for construction.

It is undoubtedly accurate to forecast that additional school sites will be required when population approaches the maximum densities as shown on the General Plan. The kindergarten through sixth-grade enrollment will rise from 1969 level of 6,124 students to an estimated 8,900 at maximum city population. It is therefore imperative to take a long-range view of the impact of this growth on the school system in addition to the short-range, ten-year planning now engaged in by the school districts.

The following inventory of existing and proposed school facilities gives present enrollment figures and comments regarding recommended improvements and school district plans for change as set forth in the District Master Plan.

Elementary Schools

Hope School	Enrollment 267.
(Hope School District)	Other than the reduction in the size of the Hope School service area, due to construction of Monte Vista School, no specific proposals relative to this school are made by the General Plan.
Monte Vista	Enrollment 312.
(Hope School District)	The recent construction of this new school in response to increased population in the northside area has relieved Hope School of additional enrollment pressures.
Monroe School	Enrollment 575.
	The only recommendation of the General Plan is that a pedestrian grade separation across Cliff Drive be provided to serve the Mesa Lane area to the south.
Adam School	Enrollment 533.
	Here again, the only recommendation of the General Plan is the installation of a pedestrian grade separation across Las Positas Road.

Peabody School	Enrollment 429.
	No specific changes are proposed by the General Plan for this existing facility.
Wilson School	Enrollment 403.
	The site area of this school is quite small and may have to be expanded in the future. The General Plan makes no recommendation that this be done in the near future because it is recognized that the lack of adequate land space can, in many instances, be compensated for by changes in construction techniques. It is the function of the School District to make this determination as the result of precise studies relative to the individual school facility.
Lincoln School	Enrollment 263.
	Because of the location of Lincoln School in a proposed non-residential area, it is recommended that this existing facility be phased out and replaced by an elementary school in the high-density residential area to the north.
Olive School	Enrollment 0.
	This school is proposed to replace the facility at Lincoln School. There is no vacant area which can, at the present time, be acquired for this facility. The symbol on the General Plan has been shown just north of the High School. The school could, however, be located almost anywhere within this high-density residential area.
McKinley School	Enrollment 552.
	As before, the General Plan recommends a pedestrian grade separation as a part of the ultimate improvement of Loma Alta Drive as a primary artery.
Harding School	Enrollment 688.
	With the ultimate connection of West Micheltorena Street with Valerio Street and on through to Las Positas Road, a pedestrian grade separation should be provided for that portion of the service area to the south of Micheltorena Street.
Washington School	Enrollment 429.
	Since the service area requires the crossing of a primary artery, Shoreline Drive, a pedestrian grade separation is a necessity.
Roosevelt School	Enrollment 429.
	No changes are proposed.
Garfield School	Enrollment 355.
	The District Master Plan calls for the conversion of Garfield School to a special education facility during 1971. Peabody, Roosevelt, and Wilson Schools will serve the area formerly served by Garfield School.

Jefferson School	<p>Enrollment 330.</p> <p>Since Jefferson School serves the entire Riviera area, a pedestrian grade separation across Alameda Padre Serra is necessary. The site of this existing school is somewhat limited by the rather steep topography and may not, therefore, be able to accept the ultimate enrollment generated by the Sheffield Area.</p>
Franklin School	<p>Enrollment 815.</p> <p>No changes are recommended by the General Plan for this existing school.</p>
Cleveland School	<p>Enrollment 402.</p> <p>A pedestrian grade separation across Alameda Padre Serra must be provided in order to serve the children to the north safely. Serving Eucalyptus Hill, the location of this school is unfortunate. As a practical matter the General Plan has shown the facility at its existing location. However, should any future circumstances make possible its relocation to a site more central to its service area, such an opportunity should be explored.</p>
Cold Spring School District)	<p>Enrollment 206.</p> <p>Other than the expansion of the service area into a small portion of the City in the vicinity of Eucalyptus Hill and Coyote Road, no change is recommended by the General Plan for this existing school.</p>
Vieja Valley (Hope School District)	<p>Enrollment 391.</p> <p>This school serves the residential areas south of the freeway and west of Las Palmas Drive in Hope Ranch.</p>
Junior High Schools	
La Colina	<p>Enrollment 1,517.</p> <p>No changes are recommended by the General Plan relative to this existing facility.</p>
Santa Barbara Jr. High School	<p>Enrollment 1,240.</p> <p>No changes are recommended by the General Plan relative to this existing school.</p>
La Cumbre Jr. High School	<p>Enrollment 1,341.</p> <p>No changes are recommended by the General Plan relative to this existing school.</p>

Senior High Schools

Santa Barbara High School

Enrollment 2,455.

No changes are recommended by the General Plan relative to this existing school.

The City College

The General Plan indicates the City College on its present site overlooking the harbor. It is doubtful that the Plan would have recommended the site if the college were not already located there, especially in light of the fact that the Santa Barbara Junior College District anticipates the expansion of this facility to accommodate as many as 7,900 students. It is estimated by school authorities that this enrollment will be reached by 1980.

The campus is presently inadequate because it is small and does not provide adequate parking facilities for its students, faculty, and staff. Traffic now moving and parking on adjacent neighboring streets is undesirable and any increase of automobiles will further congestion. Levels of air and noise pollutants will become increasingly more intense, thus having detrimental effects upon those attending the college as well as for the residents in adjacent neighborhoods. The competition between the City College and the harbor, beaches, and other recreational uses in the area for adequate parking facilities is but one example of how the increase in enrollment at the college and the requirement for additional space will limit the use of the community's recreational resources which are a prime factor in the tourist economy.

Unless programs to accommodate the increased traffic and parking needs are undertaken immediately, unprecedented congestion will occur as the result of campus expansion. These programs must consist of positive restrictions on the use of automobiles as the primary mode of transportation to the campus together with programs for more efficient use of existing parking areas.

Extensive use of car pools, bicycles, and motorcycles and the introduction of busing systems to the campus could alleviate the congestion problem sufficiently to allow partial realization of predicted future enrollment. However, it is probable that these programs would fail to provide a satisfactory answer since few people are willing to give up the convenience of the use of their own automobile. The General Plan recommends, therefore, that a second campus be established in an outlying area as soon as possible.

PARKS AND RECREATION ELEMENT

The City of Santa Barbara, being primarily a residential community and a center of tourist activity, must consider Parks and Recreation as one of the most important elements of the General Plan. Some of the General Plan proposals relative to park and recreation facilities are far-reaching ones which involve, in some cases, the acquisition of land that is now developed for private use. The General Plan makes such recommendations because of the prime importance of this element in the environment. At one time, in the nineteenth Century, the City of Santa Barbara owned virtually all of the land in the basin. As time passed this land was gradually sold and otherwise disposed of to the extent that the City now retains much less than is needed for its orderly growth. The time to reverse the process is now as public officials and citizens recognize the ultimate need for additional lands to devote to the public use and welfare. Steps must be taken to regain some of this precious and irreplaceable asset.

The standards for Neighborhood, Community, and Regional Park facilities as adopted by the City's Planning and Park Commissions have been set forth in the Technical Appendix (Parks and Recreation Facilities and Programming Master Plan) and are reasonable for the various types of parks and recreational facilities. The Parks and Recreation Facilities and Programming Master Plan (PRFPMP), adopted by the City Council on March 31, 1981, provides an in-depth inventory of existing Parks and Recreation facilities and programs, use and participation statistics, maintenance and operational cost analysis, land and building use alternatives, and recommendations for meeting future recreation, facility and programming needs. The Local Coastal Plan (LCP) adopted by the City Council on September 2, 1981, and by the State Coastal Commission on January 22, 1982, also sets policies that relate to Park and Recreation activities in the Coastal Zone. One of the major implementation policies of the LCP is to zone for public recreation and open space publicly-owned property where recreation is the primary use.

There are eight classifications of park and recreation facilities: Neighborhood Parks, Community Parks, Regional Parks, Special Use Facilities, Golf Courses, Riding and Hiking Trails, Beaches and Bikeways. These categories are explained as follows:

NEIGHBORHOOD PARKS

The General Plan Map indicated proposed Neighborhood Parks where no specific location is shown, existing neighborhood parks, and specific sites which are recommended. Whether or not adequate facilities exist on any of the neighborhood parks shown is not a subject for this General Plan report.

In many cases a proposed site is shown adjacent to an elementary school. This suggests a close relationship between park and the school as a policy that should be maintained wherever possible. The park and the school serve approximately the same type and size of service area, and it is possible for the facilities of one to efficiently complement the facilities provided by the other. They both serve the same children. They could also provide for extended neighborhood services to both children and adults. In many cases, however, this close relationship does not exist where park and school are both in existence. In these cases the General Plan has accepted the location of these facilities as being separated and makes no recommendation for the relocation of either one.

Many of the existing Neighborhood Parks are along major drainage channels. Every opportunity to utilize these wooded drainage channels for park purposes

should be taken. In the Wilson area, for example, such a location represents the best available opportunity for the provision of park facilities.

In the medium- and high-density residential areas, the Neighborhood Park facilities should be supplemented by small, passive landscaped parks oriented to the older citizen. These can be quite small, providing no more than benches in addition to the landscaping. De La Guerra Plaza is a good example of this level of facility.

COMMUNITY PARKS

The Community Park serves an area coincident with that adjacent to a high school or a junior high school and is desirable from the standpoint of the complementary use of the facilities.

Three Community Parks are shown on the General Plan. MacKenzie Park at State Street and Las Positas Road, although very limited in size, is shown as ultimately providing for this recreational function because it is the only land available that would serve the Northside well in terms of location. There may be possibilities that the Army Reserve property which occupies a portion of this land could ultimately be devoted to park use. The acquisition of this land for park purposes could involve a trade between the City of Santa Barbara and the Federal Government for another parcel of land suitable to the Army Reserve. Such a trade would not be disadvantageous to the City from an economic standpoint, for the existing buildings which now house the Army Reserve could be used as community buildings which are a necessary part of a Community Park.

The Las Positas Park site is a highly diverse property including a sanitary land fill, rolling hills, and steep valleys with abundant chaparral, live oaks and digger pines. The park is being developed in three phases. Phase I, completed in 1972, includes six tennis courts, a practice area, shower and locker rooms, parking area, and an office. The land fill was closed for construction of Phase II, which began in October 1980. Phase II, currently under construction, provides a multiplicity of uses including softball and soccer fields, restroom facilities, passive recreation areas, picnic grounds, hiking trails, and necessary parking and access roads. Phase III will include recreation facilities to complement those included in Phase II. This park is expected to serve the entire City for local sports events and more directly serve the Mesa, Westside, Las Positas, Braemar, Veronica Springs, and Hidden Valley areas.

Ortega Park serves the Downtown area and the Eastside. It is well located to serve the high-density residential area to the north. Its location relative to Santa Barbara High School and Santa Barbara Junior High School and its location between the high-density residential area and the Industrial Park make it an outstanding location for park uses. Acquisition of Hope School located on La Colina Road and the expansion of Spencer Adams Park located on De la Vina Street is recommended in the PRFPMP.

REGIONAL PARKS

Although much of the oceanfront park and recreation facilities provide many of the essential components of a Regional Park, this complex has not been shown as such. It is more accurately defined as an accumulation of Special Use Park and Recreational facilities. The City encourages continuing efforts by the County for a Regional Park site on the County Land Fill site near El Sueño Road and Calle Real. The Parks and Recreation Facilities and Programming Master Plan (PRFPMP) recommends future acquisition of the Clark Estate located west of the Santa Barbara Cemetery for regional park purposes and to

add to the existing park system in the area (e.g., East Beach, Andree Clark Bird Refuge, Santa Barbara Zoological Gardens, "A Child's Estate" and Dwight Murphy Field). The PRFPMP recommends expansion of the Chase Palm Park north of Cabrillo Boulevard for regional purposes through the utilization of a portion of the Southern Pacific Railroad property. The City Council has approved a Specific Plan for this property which requires the dedication of 4.6 acres of park land.

SPECIAL USE FACILITIES

The Special Use Facilities include, but are not limited to, the Municipal Golf Course, Earl Warren Showgrounds, County Bowl, Municipal Tennis Courts, Andree Clark Bird Refuge, "A Child's Estate," Dwight Murphy Field, Cabrillo Ball Park, all of the beach areas, Harbor and related facilities, Moreton Bay Fig Tree Park, Pershing Park, Cabrillo Pavilion Bathhouse, Cabrillo Arts Center, Carrillo Gymnasium, Carrillo Recreation Center, Los Baños Pool, and the Louise Lowry Davis Center. The following are comments relative to several of these facilities. If a Special Use Facility is not commented upon it is because the General Plan does not recommend any change in the existing development or in the policy for future development.

The large area which includes "A Child's Estate," Dwight Murphy Field, the adjacent beach areas, and the Andree Clark Bird Refuge is perhaps the most important of the Citywide park areas. It is enhanced by the Montecito Country Club and Municipal Tennis Stadium to the north and the Santa Barbara Cemetery to the east, which provide additional open space to complement the park and recreation area. Additionally, the Local Coastal Plan requires that interpretive centers be provided for information on the dynamics of the Andree Clark Bird Refuge to ensure continued compatibility of recreational use and habitat preservation. The Moreton Bay Fig Tree is a major landmark in the City. The park area surrounding this unique specimen should ultimately be expanded to provide an appropriate setting and protection. The General Plan proposes that the crosstown freeway design provide an appropriate setting and protection. The General Plan proposes that the crosstown freeway provide for grade separations at State Street, but not at Chapala Street. It is recommended that Chapala Street be terminated at points above the freeway and below the railroad tracks so that additional land can be devoted to the park area around the Moreton Bay Fig Tree.

Shoreline Drive is the primary scenic drive in the City and the existence of any private development between it and ocean effectively lessens its value. The Local Coastal Plan recognizes the need for blufftop preservation combined with passive park area. The LCP requires that the bluff areas traversed by Arroyo Burro Creek around the Wilcox property be dedicated to the City for park, habitat protection, and archaeological site protection and that a public parking facility be provided in the area north of the creek.

GOLF COURSES

The City of Santa Barbara now provides one publicly owned 18-hole golf course on Las Positas Road. There are four other 18-hole golf courses, privately owned, in the South Coast area, all of which are accessible to the public only through membership. In addition, two (2) privately owned 9-hole golf courses and one (1) 18-hole course are open to the public on a daily fee basis. It is apparent that this limited availability of golf courses for public recreation and enjoyment is inconsistent with the desire of the community, which depends on adequate recreational opportunities for both its residents and its visitors. Particularly in Santa Barbara, where retirement is such an important part of the economic base, the recreational opportunity provided by golf is much more

important than it might be in another community where the average age is lower and the level of activity more energetic. Golfing offers opportunities for active participation in sports to the "senior citizen." Also, since a major support element of the economic base is tourism, a significant number of golf courses within easy reach of visitor accommodations will make this enjoyable sport a most rewarding community feature.

While private golf courses may, statistically, appear to provide the community with a broad angle of golfing opportunities, the fact is that these private courses, while valuable in our total recreation picture, do not provide opportunities to the majority of the population. Additional courses that are open to the public on a daily fee basis, whether publicly or privately owned, are necessary to fill this broad spectrum of need. Of these, the publicly owned courses should be controlled and managed in a manner that will offer recreational opportunities to the broadest cross-section of the community.

The General Plan recommends that the City enter into a joint venture with the County of Santa Barbara in providing a system of publicly owned golf courses in the South Coast area in sufficient quantity that Santa Barbara can compete with other recreational areas in attracting championship tournaments as well as the individual traveling or vacationing golfer. This cooperative endeavor between the City and County could be accomplished through a special recreation district established a fund, construct and operate a system of publicly owned golf courses and related facilities in the South Coast.

As the City and South Coast develop, opportunities to acquire large, appropriate pieces of land for golf course development will diminish. It is imperative, therefore, that a program for creation of the proposed public golf system be instituted as early as possible in order to take advantage of as many open land opportunities as now exist. There are, for example, several parcels or combinations of parcels of land in the low foothills which would be ideal for a fine, quality golf course. Another opportunity which should not be missed is the possibility of acquiring existing privately owned golf courses for inclusion in the public golf course system. A prime example of this is the Montecito Country Club. The City or the joint powers organization established to operate the golf course programs should, as soon as possible, contact the owners of the Montecito Country Club with a view to assuring that this strategically located land remain as open space, preferably for golf course uses, in perpetuity, rather than being developed for alternative purposes.

RIDING AND HIKING TRAILS

The provision of trails for horseback riding is more applicable to the County areas where low-density residential and agricultural land uses are prevalent. Some activity of this nature is popular in the Sheffield, Foothill, upper Mission Canyon, and Braemar areas. Of broader interest to the majority of residents of the City is the provision of hiking trails. Happily, both activities can be accommodated at the same time, so in providing the walker with trails, riders can also be accommodated. The PRFPMP provides for future pedestrian and access trails in making recommendations for the acquisition of the following easements:

- Pedestrian easement from Portesuello Avenue through the Palm Grove to the end of Pedregosa Street in the Bel Air Subdivision;
- Access trail from La Cumbre Road to Hope School;

- Access easement from La Mesa Park to the beach;
- Access trail from Miramonte Drive to Thornburry (Hondo Valley), and Arroyo Avenue to Thornburry (Hondo Valley);
- Access trail from Hilda Ray Park to Escondido Park;
- Access trail between Parma Park and Mountain Drive and Parma Park and Coyote Road.

The primary objective of a trail system should be the provision of trails leading from the residential areas of town up to the foothills and down to the beaches. The major drainage channels shown on the General Plan provide the best locations to accomplish this. Those shown are Arroyo Burro Creek, Mission Creek, Sycamore Creek, and Cold Springs Creek. Efforts should be made to set these natural areas aside not only for the trails and the important recreational activity which they provide, but also for the preservation of the natural open space as a diversified factor in the urban scene. The modern techniques of channeling these drainage areas into a uniform and sterile concrete trough should be avoided. This intensity of urbanization is not characteristic of Santa Barbara environment.

Opportunities to link together park facilities, historical sites, riding and hiking trails, and other areas of public use and interest should be grasped as they occur. An excellent example is Skofield Park, located on Las Canoas Road and used for day camping, and Rattlesnake Canyon, which passes through Skofield Park and its route down from the mountains to join Mission Creek. The City acquired Skofield Park, which used to be owned and used annually by the Rancheros Visitadores, as a day camping facility. The Rattlesnake Canyon area above Skofield Park contains several sites of historical importance, established trails, and contacts U.S. Forest and City watershed lands. This land (approximately 450 acres) was acquired in the Spring of 1971 by joint effort of the City, County, and Federal Government and constitutes a valuable addition to the South Coast open space, parks and recreation, and historical site system.

BEACHES

The City's beach system is one of its most important recreational assets. As distinguished from the overall parks and recreational system, the beaches relate closely to the basic character of Santa Barbara, being oriented primarily to the ocean and more sensitive to weather and climate. With this relationship the beaches are an important recreational focal point for the community as well as a source of attraction for visitors, who are an important element of the City's economic base.

There are approximately three miles of City-owned beaches extending from Shoreline Park on the Mesa to the Andree Clark Bird Refuge. In addition, several miles more of tidal beaches at the foot of the Mesa Bluffs offer a considerably different shoreline experience. Here the higher tides occasionally cover the entire beach to the base of the bluffs. At low tides the receding ocean exposes broad areas of smooth-packed sand, ideal for walking, and numerous shallow pools with their fascinating display of tidal marine life. Convenient access to these interesting beaches should be provided at several points, while still keeping most of the area as a secluded, quiet walking beach. Attempts to make improvements of any kind to these natural tidal areas, with the purpose of increasing the intensity of use, should be discouraged.

The City-owned multi-use beaches must be improved with facilities appropriate to the kinds and the intensities of use which each particular beach is intended to serve. In addition, all City beaches must be well maintained so that they can retain their attractiveness and realize their full recreational potential. Alterations to the natural ecological systems of the ocean shore must be avoided.

Recent studies have shown that by 1975, use of the beaches on an average summer Sunday will reach a level that can be considered the maximum desirable intensity of beach use for Santa Barbara. As the City's population grows toward the ultimate provided for by the General Plan residential densities, this intensity of beach use will exceed intensity of use now experienced on July 4th. This prospect requires that action be taken to ensure that all beach areas will be useable, and that any decision which would take beach areas for other use, such as parking and commerce, be avoided.

It is recommended that the General Plan include provisions for the retention and protection of the tidal beach at the base of the Mesa Bluff in its natural state, prohibiting the installation of any improvements which would change the nature or use of the area. Measures to prevent cliff erosion should be investigated.

To forestall any possible future misuse of the City's beaches for other than public beach purposes, the City should specifically delineate all public beaches and dedicate them for public recreation purposes. A protective charter provision should be offered for consideration by the electorate.

BIKEWAYS

As concern for the environment increases on a national scale and as the role of the automobile in producing atmospheric pollutants is subjected to increasing criticism, the popularity of the bicycle as an alternative mode of transportation in urban areas is accelerating. This popularity has led to the recognition of the bicycle as an excellent recreational medium as well as a means of local transportation. Many beneficial advantages of bicycling, including health, economic savings and noise reduction have contributed to the increased consideration of bicycling as an important element in the circulation system in the cities.

Heretofore, emphasis has been placed on providing circulation facilities for only the automobile and the pedestrian. That is, our typical street cross-section is two or more traveling lanes for automobiles and two paths (sidewalks) for pedestrian travel. Provisions for accommodating the bicycle as a mode of transportation have not been considered. This is also true within most public recreation areas where no provision is made for bikeways.

There are two basic purposes in bicycle riding, recreation and transportation. Both of these functions can and do overlap, and bikeways which are provided specifically for one of these purposes can, in many instances, fulfill the other function.

Recreation Bikeways

Recreational bikeways should be primarily oriented in relation to areas of scenic recreational interest. Two prime "areas of interest" in Santa Barbara are: (1) The complex of the Old Mission, Museum of Natural History, and Rocky Nook Park; and (2) The shoreline, harbor, and beach area, where a bikeway has been developed. Major recreational bikeways, separated as completely as possible from automotive and pedestrian ways, should be developed in these two

areas of interest. They should also be connected by a major transportation bikeway running through the heart of the community.

The setting of standards and the design of a recreation bikeway system should be an element of the specific plan for parks and recreation.

**Transportation
Bikeways**

Transportation bikeways should be part of the circulation network, providing travel paths from one activity area in the community to another. Providing adequate transportation bikeways is more difficult than recreational bikeways, because the recreational bikeway can more easily be separated from conflict with automotive traffic, whereas the transportation bikeway must, in most cases, use the existing public street rights-of-way. A notable exception to this would be the provision of bikeways along major drainage channels, which could be both for recreation and transport. Even then, the crossing of some major arterials would be necessary. The setting of standards and design of a bikeways system for transportation should be an element of the Specific Plan for circulation.

Techniques

Various techniques will have to be employed in providing bikeways. In some cases, it may be possible to start from scratch and construct bikeways which are totally and ideally separated from vehicular and pedestrian traffic and proceed through park-like areas in a manner both safe and pleasing to the user. In other cases, it may be necessary to utilize existing streets or specially identified areas for bicycle traffic. In the latter case, every effort must be made to create a physical and psychological separation between bicycle and the other forms of transportation which share a particular corridor. Any street reconstruction or new construction should include provision for a bikeway. Where physical separation between bicycle and auto is not possible, consideration should be given to assigning the right-of-way in certain situations to the bicycle in order to maintain reasonable safety standards.

**Bikeway
Parking**

Parking space should be provided at all terminal areas, including downtown and at shopping centers. Since bicycles are classified as "vehicles," their right to use streets and on-street parking areas especially provided for them would seem reasonable.

OPEN SPACE ELEMENT

The parks and recreation element of the General Plan dealt with the provisions of parks and recreation facilities within the community for the leisure use and enjoyment of the people. The open space element of the General Plan is concerned primarily with conserving, providing, and improving, as appropriate, land and water spaces significant in the Santa Barbara landscape.

For purposes of this element, an open space has, or is proposed to have, the following characteristics:

1. Essentially open. The open space can contain a limited amount of development, provided the land maintains the characteristic of being predominately open.
2. Natural. Some open spaces (e.g. Mesa bluffs and beaches) are completely natural and are proposed to be conserved in that form. Other open spaces (e.g. the freeway) are completely altered and contain significant improvements. As an open space, however, it is proposed that natural characteristics be created in such a space in order to reduce the adverse impacts of the development and activities in the space.
3. Significance. An open space is significant to the entire City or to a major portion of it.

GOAL

The purpose of this open space element and the goal that it seeks to attain is elemental. It is to protect the character of Santa Barbara, as defined in the section of this report on principles and goals, by conserving and providing significant open and natural landforms through and around the community.

There are many overlaps between open space and other community features which share the goal of conserving the Santa Barbara character. The protection of mature trees on private property, the landscaping of major developments, the policies on architectural and sign control, and many other subjects in the General Plan serve a function parallel with that of open space. Only those segments of open space meeting the criteria of Citywide significance are discussed here.

Neighborhood parks and other smaller scale public open spaces are identified in the "Parks and Recreation" section but are, however, shown on the Open Space map.

CATEGORIES OF OPEN SPACE

The open space segments fall into several categories because of the differences in their nature, manner of usage, maintenance, and methods of implementation. The "Ocean" and "Mountain" categories are perhaps so obvious as to be taken for granted and escape specific notice. To overlook them, however, would be a mistake, for they could be significantly compromised.

The Ocean

As an open space, the ocean has a profound effect on Santa Barbara and on all coastal communities. Much of Santa Barbara's activities are oriented to it. It has already been partially despoiled by oil exploration, drilling, and extraction.

It must be firmly resolved and all possible actions taken by the City to gain the reversion of the ocean to its original state and to limit uses of the ocean to those natural to it (such as fishing and boating).

As an open space category the ocean extends from the horizon into the surf and to the harbor. From there inshore, the surf, beach and quiet water areas are covered in the Shoreline category.

The Mountains

On the inland side of Santa Barbara is the coastal range of mountains which is the major Santa Barbara landform. The presence of this mountain open space contributes greatly to establishing the character of Santa Barbara and is one of Santa Barbara's most important open space resources. Most of the steeper portions of the mountains which have a direct visual relationship to Santa Barbara are already in the national forest and are protected. Some steep lands, however, are privately owned. The City should encourage the Forest Service to acquire such privately owned lands for inclusion in the Los Padres National Forest.

Major Hillside

There are two areas within and adjacent to the City which have relatively steep topography and which are, for the most part, privately owned and contain or are subject to limited development.

The larger of the major hillside areas is in the foothills, generally in the Lauro Canyon Reservoir, upper Mission Canyon, Las Canoas Road, Mountain Drive, and Sycamore Canyon areas. There is a scattering of low-density residential development and one spot of inappropriate small-lot, single-family development (Conejo Road). The majority of the land, however, is vacant and natural and the overall effect is one of undeveloped foothill open space. As such, it is a valuable asset to the open space inventory of Santa Barbara. It can function as a transition between the residential areas of the community and the mountains. Suitable controls must be instituted to restrict the density and manner of future development in a way that would leave these foothills essentially open and unscarred.

The other Major Hillside area is the north slope of the Mesa Hills, extending from the City College at Cabrillo Boulevard westerly between the Westside and the Mesa Hills, through the Las Positas Valley and into Hope Ranch. The form and function of this open space is somewhat different from the foothill areas. While quite narrow in horizontal projection (see the Open Space map), the impact on the community as a whole is quite pronounced. The slopes involved are steep, and in some cases essentially undevelopable. The natural landform and vegetation is mostly undisturbed and forms the southerly side of the bowl into which the City of Santa Barbara has grown. The dominance of this open space as one looks across the community from the north is (because of the steep slopes) larger in scale than would be apparent from the map. As with the foothills, it should not be necessary to acquire this open space to preserve it, for much of it is practically undevelopable. It is necessary, however, to provide certain development controls so that the density is held down to an appropriate level. Also, the location of development should be controlled in a manner that will preserve the natural characteristics of the terrain and the native vegetation.

There are steep hillsides in other sections of the City which are not part of the two Major Hillside areas but which, in their natural forms, contribute to the City's open space resource. Controls should be adopted to protect the natural characteristics of all steep hillsides in the City. A good example of this is the north slope of the "Wilcox" property, southerly of Cliff Drive at Las Positas Road, which is covered with oak trees and is an important open space in the

southerly portion of the Las Positas Valley. This slope can be preserved by controls which would limit development to the level land on top. The City should retain the development rights on the slopes.

Creeks

The major drainage channels which pass through the City are San Roque, Arroyo Burro, Mission Canyon, and Sycamore Creeks. These drainage channels should remain in their natural state, providing recreation facilities as proposed in the Parks and Recreation section as well as open space corridors through the community. It is recognized that certain maintenance, clearing, and alignment work may have to be done in order to minimize flood damage. However, all such flood control work should be done in a manner that will maintain the natural qualities of the creek open space. Further artificial channelization and/or lining, in any form, must not occur.

Implementation of the creek open space category involves the City's establishment of firm policies to preserve these channels in their natural state. These policies must be enforced by the City, the County Flood Control District, and the Army Corps of Engineers. The acquisition of rights-of-way for trails, while important to the recreation system, is not essential to the protection of these corridors for open space purposes. Special regulations for development adjacent to the major creeks should be enacted to prevent construction in creek open space areas and to protect development from known flood hazards. While much of the land adjacent to these creeks is already developed, most will be redeveloped. New construction should respect the creeks as important community open spaces.

Shoreline

The Shoreline consists of the surf, the harbor, harbor facilities, beaches, bluffs, and adjacent park areas. The shoreline complex is an actively used open space, but is also important visually to the community. The protection and development of the shoreline area is covered in the Harbor and Shoreline section. The preservation of the shoreline as an open space will require care in the types of improvements that are allowed to be sure that the natural qualities are not destroyed or obscured. The Harbor and Shoreline discussion notes that excessive development for one particular group of users could easily deprive the community as a whole of the shoreline as an open space.

Major Parks

This category contains the major park and other park-like public and quasi-public open spaces in the community.

1. Montecito Golf Course, Bird Refuge, Santa Barbara Cemetery, Clark Estate and A Child's Estate. Efforts are underway, and should continue, to acquire an option or first right of refusal for the City to acquire Montecito Country Club so that it can be preserved as major park open space. The complex of which this is a part forms a beautiful entrance to the City from the south as well as containing important recreational facilities. The Clark Estate is shown as a part of this major park open space, although it would not be necessary to acquire the entire property. The northerly and westerly slopes of the Clark Estate should be acquired, leaving the upper portion of the property for private development.
2. Las Positas Park. This is one of the largest park properties in the City. It is also included in the Open Space plan because of its relationship to the Mesa Hills and Arroyo Burro Creek.
3. Municipal Golf Course and McKenzie Park.

4. The Old Mission lands, Museum of Natural History, Mission Park and Rocky Nook Park. No further action is needed to protect this open space complex, save for the retention of Mission Creek, which runs through it, in its natural state.
5. San Roque Park, Lauro Reservoir. This is included as a major park complex because of its relation to San Roque Creek and to the foothill areas.
6. Scofield Park, Rattlesnake Canyon. Both of these properties represent "acquisitions of opportunity." They were offered to the City by an organization in one case and an individual in the other at a time and under terms which made it feasible for the City to acquire the property.
7. Botanic Garden. This is the smallest of the individual open spaces, but is significant because of the uniqueness of the gardens themselves and because of its relationship to both Mission Creek and the Foothill areas. The Botanic Garden is maintained by a non-profit corporation and is well protected.

Freeway

The freeway is classified as an open space because, in addition to its being indeed open and of such scale as to be significant, it must be developed in a manner that will qualify it as open space in order that the adverse impact of the traffic through the corridor of the community will be minimized. In other words, the freeway must be so developed that it runs through an open space corridor within the community rather than simply running through the community itself.

While a freeway does not fit the traditional mold of an "open space," it is obvious that the freeway has a significant impact on the community both in terms of area (300-400 acres) and activity (traffic, noise, air pollution, etc.). The challenge offered by including the freeway as an open space is to create a natural characteristic in the freeway corridor which will dominate the space and minimize the adverse impacts of the freeway development and activity.

To accomplish this, the City must exercise every available power and persuasion to cause the State Division of Highways to recognize that this manner of freeway development is the only one consistent with the character and quality of the City of Santa Barbara, as set forth in the principles and goals adopted by the City and included in this report.

IMPLEMENTATION

Ocean

1. Continue efforts to prohibit new oil exploration, drilling, and production in the channel and to cause the termination of existing leases and the removal of platform structures. Permit the continuation of drilling or production only as proved necessary for remedial purposes.
2. Establish and enforce a high water-quality standard.
3. Prohibit the use of the channel as a shipping lane for oil tankers and other vessels which present a potential threat of pollution from accidents or other causes.

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| Mountains | <ol style="list-style-type: none"> 1. Examine the County zoning of those privately owned lands in the mountain areas to see if existing regulations are adequate to preserve and protect the mountain lands for open space purposes. If inadequate regulations are found, request that the County amend its ordinances accordingly. Complete by January 1, 1974. 2. Examine possible programs of water importation, grass seeding, reforestation and other programs to protect and enhance the watershed and scenic functions of the mountains. Complete study before January 1, 1974. Present findings to appropriate agencies and encourage their implementation of the recommendations developed. 3. Encourage Forest Service to acquire privately owned steep lands for inclusion in Las Padres National Forest. |
| Major Hillside | <ol style="list-style-type: none"> 1. Adopt zoning, subdivision, building, and grading regulations for the Major Hillside areas by July 1, 1973. 2. Adopt suitable controls similar to those above for other hillside lands by July 1, 1973. |
| Shoreline | <ol style="list-style-type: none"> 1. Determine need for access to the shoreline. Acquire necessary rights-of-way by January 1, 1975. 2. Improve all access routes to the shoreline by July 1, 1977. 3. Prohibit the installation of any improvements which would change the nature of the tidal beaches at the base of the Mesa bluff. 4. Examine methods of preventing cliff erosion and institute any programs found to be effective. 5. Delineate all public beach areas and dedicate them for public open space and recreation purposes by July 1, 1973. |
| Major Parks | <ol style="list-style-type: none"> 1. Adopt a firm policy of not allowing public park lands to be used for other than park, recreation, and open space purposes. 2. Acquire first right of refusal, development rights, or other appropriate agreements for the Montecito Country Club and the northerly and westerly slopes of the Clark Estate. |
| Freeway | <ol style="list-style-type: none"> 1. Design and adopt standards for landscaping of the freeway by January 1, 1974. This process has already begun with the work currently underway by the crosstown freeway design committee, which includes representatives of the Division of Highways. 2. Work with the Division of Highways to implement the adopted standards. |

- Creeks**
1. Design and adopt standards for creek development by January 1, 1974. Work with those agencies involved with the creek areas to assure that all creek developments will comply with the adopted standards.
 2. Adopt zoning regulations and other development controls necessary to protect the Creek Open Spaces from development encroachment and to protect adjacent development from flood hazards by July 1, 1973.

- General**
1. Adopt an effective tree preservation ordinance for the entire City, with emphasis upon preservation of trees in the various open space areas, by July 1, 1973.
 2. Initiate a charter amendment to protect public park lands against inappropriate uses.

GOVERNMENTAL FACILITIES The discussion of the Civic Center covers substantially the same recommendations as those included in the General Plan relative to the location of administrative offices of government and most government facilities. There are some, however, which can find a more appropriate location outside of the Civic Center. The location of these elements should be governed by the particular type of land use which is involved, just as if they were private land uses. For example, the Street and Park Department yards should be located in the Industrial Park. The development standards for these facilities should conform to those set down by the City for private development in the area.

Fire Stations The seven existing City Fire Stations are well located to serve all areas of the City with the exception of the Coast Village Road area on the east and La Cumbre Plaza-Five Points area on the west. These commercial areas are well outside the maximum allowable radius of one mile from the nearest fire station. The current Capital Program recommends allocation of funds to relocate two existing fire stations closer to these commercial areas during the period of 1972-74. The General Plan recommends that the Haley Street station be moved to the vicinity of Milpas and Carpinteria Streets, and the upper De la Vina Street station be moved to outer State Street between Hitchcock Way and Ontare Road.

Libraries The existing main library on Anapamu Street in the Civic Center is ideal, but consideration should be given to the location of branch libraries in other sections of the City. It is recommended that these locations be in, or adjacent to, the three community level shopping centers in the Northside area, on the Mesa, and on Milpas Street.

CIRCULATION

The Primary Circulation System The General Plan shows a pattern of Primary Arteries which constitutes the Primary Circulation System for the City. This pattern results from the General Plan studies of origin and destination of vehicular traffic within the City, as well as to and from points outside of the City. Because of the lack of traffic data and the time limitations which were imposed on the completion of the General Plan studies, origin and destination investigations could not adequately cover the traffic volumes in this Primary Circulation pattern. The pattern shows, therefore, only the continuity of routes necessary to satisfy the circulation

demands and does not reflect the intensity of those demands. The matter of right-of-way widths and number of lanes for each particular artery must await further precise studies.

Further studies of traffic volumes may reveal that the number of traffic lanes needed along a particular route cannot be satisfied within the limitations of a single right-of-way. In this case, two or more rights-of-way following the same general route will have to be used. The recommendation of the General Plan will still remain valid, for it shows the need for Primary Arteries from one point to another and only secondarily the particular routes which these Primary Arteries should follow. The routes shown on the General Plan represent a sound recommendation based on data available in current studies. Many of the realignments, extensions, and street openings shown on the map are under consideration at the present time.

The symbol used on the General Plan Map to indicate the Primary Arteries is a solid black line on a green background. This symbol has been chosen to reflect the treatment which these arteries should be given. It is recommended that particular attention be given to the landscaping of these streets as well as to the standards for public and private development along them. The use of these arteries in the Primary Circulation System will be a daily experience for a great number of residents of Santa Barbara as well as for many of its visitors. They should, therefore, reflect the quality of the community we wish to maintain. Needless to say, limited right-of-way widths may impose a restriction on the type of landscaping treatment which can be accomplished. In these cases it will be even more important to maintain a high standard of visual quality of roadside uses, for this situation will probably occur on those arteries which are more heavily travelled.

The following discussions of the routes which make up the Primary Circulation pattern will combine, in some cases, two or more existing or proposed streets in order to show the route in its complete continuity.

La Cumbre Road

La Cumbre Road will be intensively used. At the present time it terminates on the north at Pueblo Avenue. A connection between this point and Foothill Road is necessary to complete the route.

Outer State Street Area

This area is bounded by Foothill Road on the north, Alamar Avenue on the east, U.S. Highway 101 on the south, and California Highway 154 on the west. A traffic study completed in June, 1979, indicates that there are existing severe traffic, circulation, and parking problems in this area. Particular problems occur at most major intersections on State Street, and on the freeway overpasses at Las Positas and La Cumbre Roads. Any further development can only exacerbate these problems without significant mitigation measures, as follows, to alleviate them.

Recommended implementation strategies to alleviate these problems include:

- Establishment of an overlay zone with special restrictions, including yard setbacks, building height limitations, special parking requirements, and review of all proposed new and expanded commercial, industrial, and multi-family residential uses by the Planning Commission.

- Establishment of traffic mitigation fees based on the number of Average Daily Trips added to the area by any new or expanded commercial, industrial, and multi-family residential uses. The fees would pay for such traffic improvements as turning lanes, bus pockets, street widening, and other public improvements necessary to improve the flow of traffic.
- Creation of an ordinance establishing an area of benefit and a fee as a condition of issuing a building permit for purposes of defraying the actual or estimated cost of constructing overpasses and interchanges at La Cumbre Road and Las Positas Road and U.S. Highway 101. The area of benefit will include areas beyond that encompassed by the Outer State Street Overlay Area, specifically areas south of U.S. Highway 101 which would impact the area via Las Positas Road-Modoc Road.
- Cooperation with the County of Santa Barbara and encouragement to participate in a similar program of improvements and development restrictions in the adjacent unincorporated areas which affect the area.
- Cooperation with the State of California in improving the Las Positas and La Cumbre Road Overpasses/Interchanges and U.S. Highway 101 within the area.

San Roque-
Las Positas
Road

The portion of Las Positas Road from the freeway south to Cliff Drive is now a secondary State Highway. It has recently been realigned and redeveloped to the State's two-lane secondary highway standard. The ultimate development of a community park, high school, and junior high school, to be served by this artery, will probably necessitate an increase in the number of lanes on this route.

Las Positas Road between the freeway and State Street is currently a four-lane street and San Roque Road is two lanes. No street opening or significant realignments should be necessary here.

Alamar

Alamar Avenue from Foothill Road to State Street and De la Vina Street exists substantially as shown.

Cathedral Oaks-
Foothill-
Stanwood-
Sycamore
Canyon
Roads

This east-west artery runs through Montecito into the Carpinteria foothills and westward to Ellwood. It is the major intercommunity artery on the South Coast, second only in importance to the freeway. The County General Plan indicates that the traffic which this artery will ultimately be required to carry will be at a level requiring improvement of the entire route to expressway standards. Considerable realignment and improvement will be necessary within the planning area of the City. From the intersection of Foothill Road with Mountain Drive on the west to the intersection of Sycamore Canyon Road with Barker Pass Road on the east, almost total realignment will be essential.

Sycamore
Canyon-
Gutierrez-
Cliff
Drive

The Cliff Drive portion of this route westward from Leadbetter Road has been recently improved by the State to four lanes. The existing secondary State Highway route, now established, goes eastward from this point at Leadbetter Road to Castillo Street, south on Castillo Street to Cabrillo Boulevard, and east on Cabrillo Boulevard to the freeway in the vicinity of the Bird Refuge. Discussions have been held with the State Division of Highways with regard to abandoning this route and accepting in its place the route shown on the

General Plan crossing under the freeway to Gutierrez Street, thence to Sycamore Canyon Road and north to Foothill Road. The Division of Highways has indicated their agreement with this proposal but the matter is still under study. Of considerable importance to the Division of Highways in their favorable consideration of this route is the existing building setback on Gutierrez Street. It is possible that the improvement of this route prior to the construction of the crosstown freeway could provide the necessary detour during the several years of construction. This detour has been a problem during the many discussions held relative to the merits of a depressed covered section in the crosstown freeway instead of an elevated section. The recommendation of the General Plan related to the freeway design has been presented earlier. The freeway crossover from Castillo Street to Gutierrez Street should be designed so as to grade separate this element of the Primary Circulation System from the railroad track as well as the freeway.

Modoc-San
Andreas-
Leadbetter

This artery parallels the westside freeway. With the exception of the Harbor at the south, it has no major traffic generator along its route. It will thus probably not be as intensively traveled as other elements of the Primary Circulation System. Some realignment may be necessary, however, in the vicinity of Mission Street where the continuity between Modoc Road and San Andreas Street is interrupted. Some realignment on Loma Alta will be required.

State Street

At present State Street exists as an element of the City's Primary Circulation System and has been discussed as a major feature of the City. As an element of the Primary Circulation System, State Street exists in two parts. One, from Downtown north to the Hollister Wye, and the other from Downtown south to the Ocean Front.

De la Vina -
Castillo

The interchange of this artery with the freeway is now under construction, but a connection over to De la Vina Street must be secured in the approximate location shown on the General Plan. This will serve as a bypass route to the downtown area immediately to the west of the Core.

Salinas Street

This route serves as the primary artery between U.S. 101 and the Riviera, Sycamore Canyon, and Eucalyptus Hill area.

Shoreline
Drive-
Cabrillo
Boulevard-
Hot
Springs Road

This artery serves both as a primary artery and as the primary scenic drive of the City. The preservation of its scenic quality must, therefore, be of first concern. The connection between Shoreline Drive and Cabrillo Boulevard, in the vicinity of La Playa Field, is a project which has been delayed for many years because of lack of funds for its construction. It is, however, high on the priority list for expenditure of gas tax funds. At the east end of this route continuity is proposed from Cabrillo Boulevard to Hot Springs Road, thence in an easterly direction along the route of the Primary Artery proposed on the County General Plan. This continuity is most important to the orderly development of this portion of the City.

Milpas-
Micheltorena-
West Valerio

The Micheltorena Street portion of this artery provides the east-west bypass to the downtown area immediately to the north Core. The connection between Milpas Street and Micheltorena Street has been under study by the City for some time. Studies show that such a connection is feasible.

The grade separation of Milpas Street with the railroad is of primary concern and presents a considerable problem. The General Plan recommendation that

the railroad be relocated may offer a solution to this problem. This relocation is currently under study by the Southern Pacific Railroad and future study of this grade separation should await the completion of these preliminary investigations.

Meigs Road- West Carrillo Street	This route will serve as the major access from the Mesa to downtown. That small portion between the Westside Freeway and the Central Business District will also serve as the major access point from the freeway to downtown. This short section of Carrillo Street will be expected to carry a considerable amount of traffic. Every technique available to expedite movement of traffic will undoubtedly have to be used to allow it to perform its primary function. This would include the elimination of on-street parking and limitation of access to abutting property. The connection between West Carrillo Street and Meigs Road is high on the priority list. A portion of the necessary right-of-way has already been acquired and the construction of this important link will undoubtedly be accomplished during the next several years.
East Carrillo- Canon Perdido Streets	The crossover from East Carrillo to Canon Perdido between Laguna and Olive streets has been contemplated for many years. The General Plan proposes this route as the most feasible connection between Milpas Street and downtown. To the east of Milpas this route is projected along De la Guerra Terrace to connect to Alameda Padre Serra. East of Milpas, the existing right-of-way of Canon Perdido is quite narrow and considerable right-of-way acquisition will be necessary.
Santa Barbara Street	Santa Barbara Street is shown as a primary artery only in the section between the Civic Center and oceanfront. The grade separation of Santa Barbara Street with U.S. 101 will be accomplished with the completion of the Crosstown Freeway. It must also be grade-separated from the railroad.
Alston Road	This road serves only to provide the Eucalyptus Hill area with access to the primary arteries on the east and west. It is shown on the General Plan primarily because of the need for an artery to serve the very large district in which it is located. The break in continuity at either end must be maintained so that this portion will serve only that limited function and will not become a through artery from Montecito to downtown.
Mission Street	Mission Street is designated as the primary artery connecting the freeway and State Street, because of the existing interchange at U.S. 101.
Setbacks	In the discussions of various routes which constitute the Primary Circulation System, little mention has been made of building setbacks. They do exist on some of these streets at the present time. It would, however, be advisable to establish setbacks on all portions of the Primary Circulation System where precise studies indicate that the existing rights-of-way will not be adequate for ultimate improvement. These studies and the adoption of necessary setback ordinances must be accomplished as soon as possible, so that new development occurring along these routes will not impede the ultimate acquisition of rights-of-way and the development of the arteries.
Local Streets	The General Plan does not make specific recommendations as to the ultimate pattern of the local street system. Future precise studies will set forth the pattern of local street development throughout the City. The function of a local street is to provide access to individual properties. In order to perform this function, the local streets need not, in all cases, be through streets. In fact,

in most cases, it is highly desirable, from the point of view of safety and privacy, that they not be through streets. It has long been evident that the residential environment on a cul-de-sac (deadend) street is preferable to that on a street which has continuity from one Primary Artery to another. Such continuity encourages the use of these local streets for through traffic and renders them less safe and desirable for residential purposes. The opportunity to close some sections of local streets should not be overlooked. Not only do such closures enhance the residential environment, but they also free land for development and reduce the expenditure of funds for street maintenance.

Discussion

The overall evaluation of the traffic circulation system in the City was not contemplated as a part of the General Plan Review Program. The Reconnaissance Report of April, 1968, did not provide for a study of the feasibility of extending Santa Barbara Street northerly to Foothill Road. It was found, however, that an effective study and analysis of this particular alignment could not be made out of context with the entire circulation system for the City. The Public Works Department, therefore, proceeded on a program dealing with a total circulation system of the City. Information from the South Coast Transportation Study (SCOTS) forms the base for these studies. Completion of the SCOTS studies is scheduled for early 1973. The circulation element of the General Plan should be reviewed following receipt of this data.

The Freeway

It is imperative that any freeway constructed in the heart of the City respect the social, economic and physical realities of the community. Without great care, a freeway could be the direct cause of major damage to the character, quality, and economic health of Santa Barbara.

The link between the shoreline and downtown occurs primarily along the State Street corridor. If continuity can be maintained along this main street, the relationship between these two elements can be strong. Maintaining continuity does not mean just keeping State Street straight without any dips or bumps. It means the elimination of all disunifying or distracting influences wherever and however they occur. Among the most important of these disrupting influences is the psychological one. If a visitor or resident of Santa Barbara feels that going from downtown to the shoreline area involves passing through a less pleasing environment, then a psychological disruption has occurred. If that happens, the free flow of traffic and interest between the downtown and the shoreline is reduced and the community will suffer economically. Property values between these areas will be reduced and good development will be impeded. The simple act of having to go up and over a bridge to get to the other side of the freeway is such a disruption. Traveling underneath a freeway through a noisy, sterile concrete structure is also such a psychological disruption.

The City Council has recently acted to select one of the alternates offered by the Division of Highways. The selected design provides for the freeway at grade generally along the present alignment with the Southern Pacific Railroad tracks moved to parallel the highway and the cross streets (State, Anacapa and Santa Barbara) going under the freeway and railroad. The Division of Highways is now preparing a freeway agreement for formal presentation to the City Council. The design thus selected contains inherent hazards to the quality of the heart of the community. The City must be certain that the agreement executed with the State provides the maximum protection against adverse impacts by the freeway and creates every possible opportunity for quality development in the affected area.

It is essential that any freeway agreement entered into by the City provide for the following criteria and assurances:

Cross Streets

The manner in which State Street crosses the freeway and railroad is of major importance. The degree to which the freeway will cause an interruption between downtown and the shoreline will be determined in large part by the experience of traveling on State Street from one side of the freeway to the other, whether by automobile, public transit, bicycling, or walking. A standard freeway underpass or overpass simply cannot be considered adequate in this highly sensitive location. A major design effort must be brought to bear on the problem of creating a natural flow from one side of the freeway to the other with a minimum of physical and psychological disruption. A possible method of accomplishing this might be the use of a long, low arch to take the freeway and railroad over State Street, possibly raising the freeway up several feet so that the vertical displacement of State Street might be minimized. The long arch would provide abundant excess area on either side of the street for landscape architectural features. The experience of passing through this sort of environment could be, then, as interesting as what is happening on either side. The cold, sterile, impersonal, and featureless character of a concrete underpass even when lined with antiseptic white tile must be avoided. There may be other, more appropriate, innovative techniques for accomplishing the desired end. It would be well to consider conducting a design contest, inviting nationwide participation, to arrive at the best solution to this sensitive problem. While the situation in Santa Barbara is critical in this respect, the same type of problem is shared by many other communities. A dynamic and inventive solution here could be of great value to the Division of Highways in dealing with the many other communities facing similar environmental threats.

Railroad

The selected design shows the railroad running along the southerly side of the freeway. Consideration should be given to placing the railroad in the median between the freeway lanes, thus removing the influence of the railroad on future development between the freeway and the shoreline. In any event, the relocation of the railroad must be firmly assured with agreements executed by the City.

Landscaping

A fully landscaped freeway is vital to expressing the character of Santa Barbara on the freeway passing through it. There would be nothing so foreign to the quality of this community than to create a barren freeway that results from the addition of lanes of traffic either on the outside or in the median strip, the elimination of all landscaping, and the construction of a chainlink and cable restraining fence to separate opposing traffic. The State Division of Highways has stated that it is planned to widen the westside freeway from four to six lanes by constructing such additional lanes in the median strip. This must not be allowed to happen. It has also been stated that the intent of the crosstown section is to build a freeway of six lanes at the present time with the future possibility of widening to eight lanes. If this be the intent, then the right-of-way for eight lanes, including adequate ultimate landscaped areas, must be provided now. The area thus planned for future lanes would, for the present, provide additional landscaping. Once the freeway is constructed to six lanes, the responsibility may rest heavily with the entire South Coast community to assure that sufficient restraint is exercised in the use of the automobile so that the additional lanes provided for will never be needed.

In consideration of the fact that any freeway, even if depressed and covered, is, at best, inappropriate through the heart of Santa Barbara, efforts should

continue to be made to seek a freeway bypass route somewhere outside of the urbanized coastal plain and to develop a plan for mass transit on the South Coast. Establishing a bypass freeway having arterial connections to the local street network would relieve the existing route of through traffic and also facilitate movement of local traffic having trip origins and destinations in the South Coast area. With such a bypass, the six-lane freeway would be adequate to serve the traffic assigned to it. Also modifying the outlook on future traffic patterns is the fact that existing traffic projections for the crosstown freeway do not take into account an alteration of the driving habits of an environmentally conscious public nor do they allow for the introduction of an alternate or auxiliary transportation mode or an improved local circulation system. The impact of these trends can substantially reduce the need to expand the highway beyond its present size.

It has become obvious there is a need for increased research in the development of transportation systems that not only move people and goods, but also reduce the dependency on and the sacredness of the private car, and with it, air pollution, noise pollution and other effects upon life systems. Any solution that perpetuates a reduced quality of living must be avoided.

The above discussion and recommendations regarding the "at-grade" freeway is contained herein in response to an adopted City policy selecting that design. This design, however, is not the best solution to the crosstown freeway problem. The General Plan restates and reinforces its primary recommendation that the crosstown segment should not only be depressed as recommended in the Freeway Development Plan prepared by Daniel, Mann, Johnson and Mendenhall, the private engineering consultants retained by the City and the State Division of Highways, but should also be covered. Admittedly, the depressed cross-section is more costly than other solutions. However, the question of cost should be in terms of whether Santa Barbara can afford to sacrifice community and environmental values for the sake of an engineering expedient. The community should not be willing to make such a sacrifice. The stakes are too high.

Every effort of the community in planning its future is directed toward the creation of a unique style and quality for the enjoyment of both the community residents and its visitors. These long-range efforts are now and will in the future be focussed into the heart of the community, of which the shoreline and the downtown are two of the most important parts. The General Plan recommends a concert hall and conference center being located along the all-important State Street corridor. This center will be designed, constructed and maintained in the best traditions of Santa Barbara quality. Appropriately designed private development will be encouraged in this area and will occur, reflecting these standards. The provision of public transportation, pedestrian ways, bikeways, and automotive traffic lanes will be provided with a view to maintaining the assets represented by that character. All of these improvements and redevelopments planned for must have the full cooperation of all levels of government and private enterprise. If the City were to allow the State of California to construct a freeway through this area which did not reflect and respect the character of Santa Barbara, the future development of the heart of the community would be severely weakened by this example. The Santa Barbara environment has already been severely damaged by the oil exploration and production in the Santa Barbara Channel. It is questionable whether the community's economic base, as it is now constituted, could survive another impressive display of lack of respect for the community.

SCENIC HIGHWAYS ELEMENT

The Scenic Highways element of the General Plan is concerned with the development, establishment, and protection of scenic highways.

The California scenic highway program was created in 1963 by the State legislature through Senate Bill 1467. This legislation establishes the State's responsibility for the protection and enhancement of California's natural scenic beauty by identifying those portions of the State highway system which, together with the adjacent scenic corridor, require special conservation treatment.

Official scenic highways are so designated by the State Scenic Highways Advisory Committee after land use controls have been adopted by the local jurisdiction to protect the scenic appearance of the highway corridor, and after specific planning, design, and maintenance standards have been established by the State Department of Transportation to ensure the scenic appearance of the highway. Highways eligible for such designation are listed in the Scenic Highways Master Plan found in the California Government Code. In formulating the list, the Committee used the following standards in its evaluation of state highways:

1. The scenic corridor through which the highway passes should have consistent scenic, historic, or aesthetic value during all seasons.
2. Consideration should be given those highways or routes which are:
 - a. State or jurisdictional entry routes.
 - b. Predominately used for recreation or vacation travel.
 - c. Utilized for one-day sightseeing, or study trips.
 - d. Part of an integrated or semi-integrated, scenic route system that traverses varied scenic corridors for longer trips.
 - e. Typical of varied scenic factors available within the jurisdiction.
 - f. Through areas of extraordinary scenic value.
3. If possible, all principal landscape and topographical-type areas should be represented in the system.
4. Routes of historic significance which connect places of interest should be considered even though the route is of marginal scenic value.

At present, the City of Santa Barbara has two of its five State highways included in the eligible Scenic Highways Master Plan; U.S. Highway 101 and State Highway 154, known as San Marcos Pass Road. State Highway 154 is the only officially designated scenic highway, adopted November 12, 1968, by the County Board of Supervisors.

GOAL

The scenic highways element is the initial step leading toward official designation. The purpose of the scenic highway designation is the protection and enhancement of the natural scenic resources of the highway corridor, and

the assurance that the highway incorporates not only safety, utility and economy, but also beauty.

The standards for achieving official designation of eligible scenic highways require that local government agencies take such planning actions as may be necessary to protect and enhance the scenic appearance of the highway corridor, including, but not limited to the following controls:

- a. The regulation of lane use which may include intensity of development.
- b. Specific land and site planning.
- c. Prohibition of offsite outdoor advertising.

Additional optional measures may also be included in scenic highway planning:

- a. Citizens Advisory Committee.
- b. Setback and height regulations.
- c. Subdivision regulations.
- d. Location of overhead utilities.
- e. Management policies.
- f. Maintenance provisions.
- g. Grading ordinance.
- h. Urban and rural programs.
- i. Coordination and cooperation with adjacent jurisdictions.

**POTENTIAL
STATE
SCENIC
HIGHWAYS**

Two highway routes within the City, one urban and one semi-rural, have potential for the state scenic highway program. However, because each is a secondary state highway, neither is presently listed on the Master Plan of eligible State highways. Because both routes meet the standards of the State Scenic Highways Advisory Committee for eligible State highways, eligibility can be established by requesting that the Committee consider and include both in the Master Plan. A description of these routes, with a discussion of land use controls, and planning, design, and maintenance standards follows:

**Cabrillo Boulevard
(225) from 101 to
Castillo Street**

Description

East Cabrillo Boulevard begins at the 101 Freeway near the Montecito border. The road curves past the Bird Refuge and Child's Estate on the north, and the Santa Barbara Cemetery and Clark Estate on the south. A separated bikeway parallels the boulevard, winding around the Bird Refuge. At Niños Drive, Cabrillo widens to ninety feet. On the north side are the East Beach condominium complex, the Mar Monte Hotel, and other similar hotel and motel

developments. On the south, Cabrillo Boulevard borders East Beach, Palm Park, and the Santa Barbara Channel. The expansive view of the beach and water through the tall palm trees looks west toward Stearns Wharf and the harbor. This panorama is one of Santa Barbara's most treasured scenic resources.

At Punta Gorda Street, Cabrillo Boulevard passes the Southern Pacific Round House, a building of historic value which may be preserved. Beyond the Round House to Santa Barbara Street, the Boulevard offers a continuing view of the Channel to the south. Shrubbery screens an undeveloped area to the north along this portion, creating a naturally landscaped effect until the more developed portion of Cabrillo begins. At Santa Barbara Street, the Chart House Restaurant on the north initiates the urbanized area of Cabrillo. Both the Chart House and another restaurant, the España, are of special interest because they contribute to the attractive urban scene. On the south, Stearns Wharf extends out from the shoreline opposite State Street. Cabrillo Boulevard's intersection with State Street is the center of the tourist vicinity, which continues on with restaurants and motels on the northern side until Castillo Street. West Beach and the Harbor are visible to the south, providing a scene of sailboats and docks, as Cabrillo Boulevard ends.

Land Use Controls

Along with other points of interest in the City, Cabrillo Boulevard is a major tourist attraction and should be preserved for visitors and residents as an urban scenic highway.

Land use regulations consistent with the policies of the General Plan should be in effect over the entire corridor. There are two areas on Cabrillo Boulevard, however, which are not in conformance at the present time. The first is an area north of Cabrillo Boulevard from Chapala Street to approximately Santa Barbara Street, designated in the General Plan for hotel and related commerce, which is presently zoned for commercial and manufacturing uses. Under the C-2 and C-M zoning, inappropriate land uses such as auto repair or retail and wholesale service activities could occur. The second is an adjacent area, also north of Cabrillo Boulevard, from Santa Barbara to Punta Gorda Street, designated in the General Plan for hotel and residential development. It is presently zoned M-1 for manufacturing uses and should be rezoned to enable proper development to take place. These areas are within the Central City Redevelopment Project study area and may be rezoned upon specific land use recommendations resulting from the study.

Although there are height restrictions for hotel and motel development, setback requirements are minimal. Because the second area is a prime site for some type of hotel facility, it is recommended that appropriate setback requirements be established, and that a height-setback relationship be created in such a manner that any future development does not obstruct views of scenic resources or infringe on the open quality of the corridor. In addition to setbacks, it is recommended that building separations be required to provide significant open spaces and to control the intensity of development. Excellence in landscape, architectural, and construction designs should be encouraged for this hotel site, as well as for the proposed redevelopment of Stearns Wharf. Both facilities must be considered visually important elements within the highway corridor, and should therefore be in keeping with the cityscape and skyline. Along with any other commercial development on Cabrillo Boulevard, these facilities should reflect the density, tempo, and activities of the population.

The size, height, number and type of on-premise restaurant, motel and other commercial advertising signs allowed on Cabrillo Boulevard should be the minimum necessary for identification. Both on-premise and off-site signs should be strictly controlled by the Architectural Board of Review in the scenic highway corridor. Their design and location should relate to the surrounding environment. The Architectural Board of Review's control over building colors should be expanded to cover repaintings not only within the scenic highway corridor, but throughout the entire City.

The public right-of-way should be landscaped, where appropriate. Mission Creek, passing under Cabrillo Boulevard near State Street, is presently an eyesore. The creek should be improved and landscaped.

Planning,
Design,
and
Maintenance
Standards

The essence of Cabrillo Boulevard as a scenic drive is its proximity and exposure to the shoreline. The City is considering enhancing the shoreline through the expansion of Palm Park in order to provide recreational features such as bikeways, walkways, picnic areas, and parking areas within uncrowded, generous spaces. The park is heavily used on the weekends, and additional space is necessary to reduce the density.

In order to accomplish this expansion, it has been suggested that the beach area beyond Palm Park be widened. Methods to expand oceanward, to the south, should therefore be investigated. Such an expansion could also be accomplished by widening the Park northward. This latter type of expansion requires the realignment of Cabrillo Boulevard. The designation of a scenic highway is based on that which can be seen by the traveler in relation to the corridor adjacent to the highway. Therefore, adequate standards for the planning, location, and design of the Cabrillo Boulevard realignment, if that occurs, should be applied in order to take advantage of the best scenic values within the corridor.

Toward this end, planning and design for Cabrillo Boulevard should provide for roadside parking areas and lookouts wherever scenic vistas are warranted. Parking areas on the ocean side would be designed and treated in such a way as to preserve the view of the shoreline from the highway. A good example of such design can be found in Shoreline Park, where lots are depressed and landscaped so that their impact on the scenic vista is minimized. On-street parking should be prohibited on Cabrillo Boulevard east of State Street. West of State Street to Castillo Street, on-street parking should be removed on the ocean side of Cabrillo. The varied needs of parkers in the area between State Street and the Harbor presently conflict, and need to be studied as part of an overall shoreline plan already recommended in the General Plan.

Night views from Cabrillo Boulevard are also treasured as scenic resources by residents and visitors alike, and should be protected. If Cabrillo Boulevard is realigned, the street lighting installed should be more traditional. Lighting standards in keeping with the image of the City should replace those existing, which now lend a "freeway" feeling to the drive.

Finally, Senate Bill 1467 states that the Department of Transportation shall give special attention to the highway's visual appearance. Therefore, in addition to improved planning and design standards, a scenic highway designation ensures that Cabrillo Boulevard will receive a superior maintenance program.

Sycamore Canyon Road	Sycamore Canyon Road (144) from Alameda Padre Serra to Stanwood Drive (192). Stanwood Drive to Mission Ridge Road (192) where it intersects with Mountain Drive. Mountain Drive (leaving 192 which continues on Foothill Road) to the Old Mission on Los Olivos Street.
Description	<p>Sycamore Canyon Road begins heading north at Alameda Padre Serra, curving through a residential area that slopes up on either side of the canyon. In the far distance is a view of the Santa Ynez Mountains. Further into Sycamore Canyon, the landscape becomes more natural, revealing open grassy hillsides. Eucalyptus, evergreen, and sycamore trees border the road. Adjacent, to the west, is Sycamore Creek which is often hidden by dense shrubbery.</p> <p>Turning left on Stanwood Drive, the road is bounded by dense, natural vegetation as it twists and winds slowly upward through the canyon. Rock outcroppings appear and residences can occasionally be seen. At the top of a rise, Stanwood Drive opens onto rocky fields where horses graze. Beyond is a beautiful broad span of the Santa Ynez Mountains.</p> <p>On Mission Ridge Road, going west, the foothills dotted with houses are visible below the mountains. Sheffield Reservoir lies just off the road to the north. Further on Mission Ridge Road, residences can be seen closer to the roadway. Mountain Drive, with dense vegetation to one side and an old stone wall to the other, snakes down toward the Santa Barbara Mission. In the foreground, the towers of St. Anthony can be seen. Turning onto Los Olivos Street, the historic Mission appears on the right while open lawns spread before the Mission on the left.</p>
Land Use Control	<p>In contrast to the potential urban scenic highway described above, the combination of Sycamore Canyon Road, Stanwood Drive, Mission Ridge Road, and Mountain Drive runs primarily through rural residential areas of extraordinary scenic value, which should be protected and enhanced for the residents of Santa Barbara as a semi-rural scenic highway. In addition, this route has historic significance because it passes by preserved remnants of an Indian water system and terminates at the Santa Barbara Mission.</p> <p>Existing land use regulations are consistent with the policies of the General Plan, and are now in effect over this entire corridor. A portion of this potential scenic highway is within the designated hillside open space described in the open space element of the General Plan, and most of the adjacent lands have been appropriately rezoned to the lowest residential density allowable at the present time. However, more restrictive measures are necessary to preserve the scenic qualities of this highway corridor. For example, the City presently has a subdivision ordinance, but more specific land development control is desirable. Site plan and architectural control should be established in regard to the construction of single-family dwellings and specific subdivision design standards should be developed. In addition, it is necessary to establish a method for the control of the removal of trees on public property in rural areas, particularly within the scenic highway corridors. In order to achieve such control, it is recommended that a tree preservation ordinance be adopted. At the present time, public sentiment for tree preservation bespeaks a need for an ordinance which would provide protection throughout the City. Through creation of such mechanisms, the natural beauty of the hillsides through which the scenic highway corridor passes will be protected and preserved.</p>

Improper grading has occurred in the past within this scenic highway corridor. An example of its effects is visible from Sycamore Canyon Road, below the Conejo Road subdivision, where debris is crumbling down the steep slope of the hillside to Sycamore Creek. This situation should be remedied. A grading plan is now required as part of the subdivision ordinance, and as a result of the recent council action, must now be approved by the Architectural Board of Review as well as the Director of Public Works. The Architectural Board of Review, acting as a grading review board, and the newly adopted grading ordinance (June 25, 1974) are concerned with the development of single-family lots as well as subdivisions. Both will help prevent any type of improper residential development of these hillsides.

The setback requirements for the low-density residential zones found in these designated hillside open spaces is presently set at 35 feet. In order not to obstruct important scenic views of the hillsides and the mountains beyond, it is recommended that setback requirements be regulated through the previously mentioned site plan and review.

Finally, the most blighting influence on this potential scenic highway is the overhead wiring which abounds throughout the route. The General Plan recommends an increased tempo for underground conversions with an ultimate goal of complete underground utilities for Santa Barbara within this century. By resolution of the City Council in 1967, the entire City is subject to the undergrounding of new construction. In addition, the State requires generally that any wiring installed after December 1972, visible from a scenic highway, must be placed underground. There is no State requirement to underground utilities installed before 1972, but the State has determined that utility companies must set aside funds and formulate a program of utility conversion. The priority of areas in need of conversion is determined by each local jurisdiction in cooperation with the public utility involved. Although there are many areas of Santa Barbara in need of conversion, the removal of the overhead wires presently found in this highway corridor through a conversion program would greatly enhance this scenic route for the enjoyment of all the residents of Santa Barbara. When a scenic highway designation has been acquired for this route, the Council may decide to request that the overhead utilities be undergrounded.

Planning,
Design,
and
Maintenance
Standards

The essence of this highway as a scenic route is its exposure to quiet hillsides, mountainous terrain, natural vegetation, and beautiful views available in Santa Barbara's foothills. Through improved planning, design, and maintenance, this exposure can be protected.

Many residents enjoy these roads not only for automobile driving, but also for hiking, riding bicycles, and riding horses. The highway right-of-way is narrow at several locations along the route and ample room is not now available for all the present uses. Because the Department of Transportation is required to consider the concept of a "complete highway" in its planning and design for a scenic highway, it must incorporate plans for safety, economy, and utility, as well as beauty. Therefore, the needs of bicyclists and equestrians will be considered by the DOT and the location of bikeways and riding trails will be an important element in the design standards created for this scenic route.

The combination of Sycamore Canyon Road, Stanwood Drive, Mission Ridge Road, and Mountain Drive should not be considered an expedient route to get from one place in the City to another. The scenic quality of this drive results

in part from the slow and winding terrain that the highway corridor traverses. Major changes in the present route alignment could detract from this scenic quality. The designation of this route as a scenic highway can protect the qualities of the route against inappropriate realignment, widening, or improvement.

POTENTIAL CITY SCENIC ROUTES

Instead of acquiring a State scenic highway designation for a particular road, Santa Barbara can create a city scenic route designation which would protect the appearance of any selected highway corridor or street corridor through adopted land use controls. In regard to a State highway, however, it should be noted that such a city designation would have little impact on the highway within the corridor, or on the planning, design, and maintenance standards of the State Department of Transportation. At the present time, only one scenic city street should appropriately be considered for this program. In the future, it may be determined that there are other streets that might also benefit.

Shoreline Drive from Castillo Street to the end of Shoreline Park

Shoreline Drive, when considered in combination with Cabrillo Boulevard, meets State Standards for a scenic highway designation. However, because of the fear that increased traffic might result from a State designation, it is recommended instead that Shoreline Drive be preserved and enhanced through a City scenic route designation.

Land Use Controls

Beginning at Castillo Street, Shoreline Drive curves past the harbor to the south. Two parcels of land adjacent to Shoreline Drive and west of the City Plunge are now vacant. Both need to be properly landscaped to minimize the visual impact of the expanded harbor parking now being proposed in the current Harbor Improvement Plan. In addition, existing parking areas on the north side of Shoreline Drive in the vicinity of City College should also be landscaped so that they do not detract from the view.

Passing by City College, Shoreline Drive rises onto the Mesa offering another beautiful panorama of the Santa Barbara Channel beyond the lawns of Shoreline Park. The speed limit in this area of Shoreline Drive at the present time is 30 miles per hour. Although average daily traffic counts demonstrate that 30 miles per hour is an appropriate speed, the scenic aspects of the route may require a slower speed limit in order for drivers and pedestrians to properly enjoy another of Santa Barbara's scenic resources in safety.

RELATIONSHIP TO OTHER ELEMENTS

Open Space Element

The Scenic Highways element relates directly to the Open Space Element because the proposed scenic corridors traverse significant natural and urban open space areas. The proposed Cabrillo Boulevard route borders the Santa Barbara shoreline, which is an actively used open space consisting of the harbor, harbor facilities, beaches, and adjacent park areas. The corridor of this urban route encompasses all of these open spaces. As earlier stated, the intent of the Scenic Highways element is to protect and enhance the natural scenic resources within the corridor.

The proposed Sycamore Canyon Road, Stanwood Drive, Mission Ridge Road, and Mountain Drive route traverses the largest major hillside open space, consisting of Sycamore Canyon, Mountain Drive, and Mission Canyon. The newly acquired Parma Park is part of this open space area. In addition, Sycamore Creek, lying parallel to the proposed scenic route, provides one of

Santa Barbara's open space corridors through the community. It is the policy of the City to maintain these hillside areas and creek channels in their natural state. Through the regulation of land use and through specific land and site planning, the scenic highways element offers an opportunity to augment protection for Santa Barbara's natural and urban open space areas.

**Circulation
Element**

The scenic highways element relates directly to the circulation element because the scenic routes proposed are State highways and City streets, and are therefore part of the select system of arterial and collector streets which comprise the City's circulation system. Santa Barbara's circulation system should be attractive as well as functional, and those routes adopted as scenic highways will be assured of incorporating beauty as well as safety, utility, and economy.

**Recreation
Element**

Inasmuch as scenic highways provide major access to Santa Barbara's urban and rural space where recreation can take place, there is a relationship between the scenic highways element and the recreation element. The scenic highways corridors incorporate active forms of recreation such as hiking, biking, and riding trails, and passive forms of recreation found in the modular parks. A leisurely drive through one of Santa Barbara's scenic corridors will provide a good deal of recreation for residents and visitors alike.

**GOALS FOR POTENTIAL
STATE SCENIC
HIGHWAYS**

**Cabrillo
Boulevard (225)**

1. Rezone areas not in conformance with the General Plan.
2. Establish appropriate setback requirements for development on Cabrillo Boulevard.
3. Create a height-setback relationship for development.
4. Require building separations for development.
5. Consider either realigning Cabrillo Boulevard, or widening East Beach in order to allow for the expansion of Palm Park.
6. Prohibit on-street parking on Cabrillo Boulevard, east of State Street.
7. Remove on-street parking on the ocean side of Cabrillo Boulevard, west of State Street.
8. Landscape the public right-of-way.
9. Improve Mission Creek at Cabrillo Boulevard.
10. Control building colors on Cabrillo Boulevard.
11. Control on-premise and off-site outdoor advertising signs on Cabrillo Boulevard.
12. Utilize traditional lighting standards.

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| Sycamore Canyon Road (144), Stanwood Drive (192), Mission Ridge Road (192), Mountain Drive | <ol style="list-style-type: none"> 1. Establish site plan and architectural control in relation to the construction of single-family dwellings. 2. Develop specific subdivision design standards. 3. Write a tree preservation ordinance. 4. Remedy the grading problem caused by the Conejo Road Subdivision. 5. Regulate setback requirements in order that development will not obstruct important views. 6. Maintain an Underground Utilities Advisory Committee. 7. Establish biking, hiking, and horse trails where appropriate. |
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GOALS FOR POTENTIAL CITY SCENIC ROUTES

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|------------------------|---|
| Shoreline Drive | <ol style="list-style-type: none"> 1. Landscape properly the vacant parcels of land west of the City Plunge, to minimize the visual impact of expanded harbor parking. 2. Landscape properly the existing parking areas on the north side of Shoreline Drive in the vicinity of City College. 3. Consider the scenic aspects of Shoreline Drive as well as the average daily traffic in determining the appropriate speed for the route. |
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PROCEDURE TO ACQUIRE A STATE SCENIC HIGHWAYS DESIGNATION

1. Letter directed to the State Scenic Highways Advisory Committee for consideration of each highway to be placed on the State's Scenic Highway System Master Plan of eligibility.
2. Adoption of each potential scenic highway by the State legislature and placement on the Master Plan.
3. City Council initiate corridor studies (Corridor Survey and Highway Facility Study) leading to official designation. The Department of Transportation will conduct corridor studies in cooperation and coordination with the local government staff.
4. The City shall prepare a specific local Scenic Highway Corridor Protection Plan and Implementation Program for each highway, based on the State's Corridor Survey and Facility Study.
5. The corridor boundaries, the local Scenic Highway Corridor Protection Plan, and the Implementation Program shall be adopted by the Planning Commission and City Council.
6. Upon adoption of the boundaries, the plan, and the program, the City shall make application to the District Director of Transportation for official designation.

7. Designated State Scenic Highways shall be marked with the official "poppy sign", and shall be indicated on State maps and other publications.
8. Designated City Scenic Routes shall remain unmarked and unadvertised.

TRANSPORTATION

The increase in the number and use of automobiles in our transportation system does not in any way decrease the importance of mass transit, either local or intercity. In fact, mass transit must play an even greater part in our total transportation picture as the population absorbs more and more of the land and densities are increased in many urban areas. The automobile represents, to put it simply, a machine that demands too much space per capita to handle all of our individual transportation requirements with any degree of efficiency, without, at the same time, destroying our very community itself.

Mass transit systems in urban areas of low density, such as Santa Barbara is and will continue to be, are a problem characterized by economic conditions that suggest infrequent service, widely spaced routes, and financial difficulties for the operators. One of the reasons is, of course, lack of patronage, primarily caused by low-density residential development. The only real solution is to consider local transit as a basic public service for which a nominal charge may be made to the individual who uses it directly, but which is supported by the people through their local governments if these fares are not sufficient to maintain the service effectively. The definitive statement of what would constitute an effective system of local mass transit in terms of routes, time schedules, fares, rolling stock, bus stop facilities and so forth, must await a more detailed study of the problem than it is now possible to make. It is not suggested that the acceptable level of effectiveness would be such that it would lure a majority of the people from their automobiles. Even if the service were quite frequent, near at hand and free of charge, most people would still use their cars. Rather, the balance should be at a level where convenient and economical service is offered to most areas for those who, for reasons of age, health, economic circumstances or what have you, do not have the unlimited use of a car. It would provide for a reasonable alternative -- a choice more realistic than that which now exists.

There are two levels of local mass transit -- that within the urban center of the City of Santa Barbara, and the regional, or intercommunity, service in the South Coast. Beyond these is the intercity system, provided by rail, bus, and air. All of these connect at Los Angeles and San Francisco to interstate and international terminals.

THE SANTA MUNICIPAL AIRPORT

The Santa Barbara Municipal Airport, although located in the Goleta area, is within the City limits, having been annexed in 1961. Essentially, all of the land thus annexed is owned by the City of Santa Barbara. There are two categories of land involved in this ownership: (1) That now used or to be used in the future for Airport facilities and Airport-related land uses, and (2) Land which will not be used for any Airport-related use. It is proposed that the following approaches be taken to the utilization and function of these lands.

1. The Airport facilities and Airport operational land uses should continue and be expanded as necessary to serve the function of a local airport with its passenger and freight service area generally confined to tying the South Coast area to the greater metropolitan areas of Los Angeles and San Francisco.

2. The land which will not be used for Airport functions is, essentially, no different than the surrounding lands in the Goleta area. The fact that the property owner happens to be the City of Santa Barbara does not affect its land use relationship to the balance of the area. Because of the magnitude of problems, such as noise, air, and visual pollution, the City, County, and UCSB should cooperate in determining a desirable and appropriate land use for this area of Goleta in relationship to economic, social, and environmental impact upon both individuals and community structure.

Comprehensive and specific plans for all City-owned land at the Airport should be prepared at the earliest date so that development of this valuable resource can proceed. Planning for airport development should be guided by the following basic principles:

1. Noise, air pollution, and all other adverse environmental and ecological impacts must be reduced and held at absolute minimum levels.
2. Land use, both aeronautical and non-aeronautical related, must be planned to produce a low intensity of activity, commensurate with the local nature of the airport and respecting the low residential, commercial, and industrial density of the Goleta area.
3. All planning for this important transportation element and its related facilities should be coordinated with the County.

QUASI-PUBLIC USES

The General Plan indicates only those quasi-public uses which represent a significant land use. It does not attempt to identify all existing quasi-public uses and facilities, nor are any new ones proposed. Such facilities as private institutions of learning, churches, theaters, museums, art galleries, and private recreational facilities can and often do exist in appropriate locations in all sections of an urban area. Specific development standards of these quasi-public uses must be adequate to permit their inclusion within any particular area as an enhancement. In terms of land use, most of the quasi-public facilities are unique in that they are non-residential functions which, when properly located in a residential area, have the same relationship to the residential uses that a public school has. Development and performance standards must be held at a high level.

BUILDING HEIGHTS

Much debate in the last several years has centered around the question of whether high-rise buildings should be permitted in the City of Santa Barbara. There have been at least two sides to the debate. Some say that Santa Barbara must face the inevitability of "progress" and must recognize and use the high-rise concept. Others claim that Santa Barbara must now and for always be a stronghold against such intensive use of land that highrise should be kept out of Santa Barbara at all costs. As with most arguments, there are points in favor of each side. Progress certainly will come and new techniques must be recognized. On the other hand, Santa Barbara must hold its natural values sacred and not allow any man-made development (high or low) to overwhelm them.

There are some sections of Santa Barbara in which the introduction of tall structures would be an error because of the traditional nature of building in these areas. The Civic Center is such an area, for it is predominantly characterized by one- and two-story Spanish-Colonial architecture. Any tall

building would be foreign to such surroundings and would spoil the scale of the area. The local desire is to preserve the flavor of the Spanish-Colonial period. This has resulted in the preservation of many old adobes as historical features.

Other areas of the City, while not containing architecturally or historically important buildings, would be equally sensitive to the imposition of incompatibly high buildings. The basic Santa Barbara character, reflected by the low building profile, would be seriously interrupted by the "high-rise" technique of development. It is argued that there are certain locations, such as against a hillside, where tall buildings could be constructed without causing an adverse impact on the City. Even if this were true, it would not be realistic to assume that such buildings could be allowed in certain isolated portions of the community without opening demands for similar development elsewhere in more sensitive locations.

The "high-rise" method of development must, by its very economic nature, result in increased densities in residential development and increased land use intensities in office, hotel and commercial developments. This accelerated pace of living and intensification of land use is clearly contrary to the preferred urban environment chosen by the residents of Santa Barbara. Furthermore, such structures would violate the present quality and character of the community, based as it is on a scale where, by and large, man-made buildings and structures do not dominate the natural setting of the community.

The General Plan therefore strongly recommends that the maximum building heights expressed by the current zoning ordinance be maintained and, if anything, reduced in certain areas, such as El Pueblo Viejo. Building heights are so important to the nature of urban development that the City should consider being even more positive than simply maintaining zoning ordinances establishing the desired maximum height limit. Placing the maximum building height limits into the Charter should also be considered by the electorate.

ANNEXATION

The City of Santa Barbara has grown from a land area of slightly less than four square miles in 1855 to more than eighteen square miles at present including the Airport. This process of growth involved more than seventy-five separate annexation proceedings dealing with parcels of land ranging in size from less than one acre to twenty-five hundred acres. There has been no overall policy to guide the course of annexation, rather, each case was evaluated on its own. The result of this approach has been the creation of an irregular City boundary line which in several cases has enclosed peninsulas and even islands of County land completely surrounded by City territory.

The resultant "islands" of unincorporated land along the outer fringe of the City have presented problems in serving the areas with water and sewers; jurisdictional difficulties concerning fire and police protection; as well as zoning and development standard conflicts between City and County areas. As these areas are for all practical purposes functional parts of the City, relying on Santa Barbara for cultural, social, and economic needs, it is recommended that they be encouraged to annex to the City.

All available methods of gaining support of the residents of these areas for annexation should be utilized. Where possible, City services should not be extended to residents of unincorporated areas. The annexation fee should be re-evaluated in certain key areas. Efforts should be made to explain the advantages of annexation, such as political participation in City affairs, increased

services, lower fire insurance rates in some areas, among others, rather than allowing the spectre of higher taxes to act as the effective deterrent it now is.

The areas of unincorporated land which should be annexed at the earliest opportunity are:

1. The Las Positas Valley, extending from U.S. Highway 101 on the north, to Cliff Drive on the south;
2. Apple Grove and Golf Acres subdivisions, Earl Warren Park and unincorporated territory easterly and adjacent to La Cumbre Plaza;
3. Land generally located between Hope Avenue and La Colina Junior High School and south of Foothill Road in the Hope neighborhood; and
4. The Mission Canyon area, extending from Mission Creek northerly to include Mission Canyon Heights and the Botanic Garden. The northerly limit of this area is taken as the probable extent of future urban development. Lauro Canyon Reservoir is included in the area because of geographical proximity to the Canyon and the fact that it is surrounded on all but one side by City territory.

City boundaries along Hope Ranch and the residential areas of Montecito represent a stable demarcation line not subject to change until future, broad local government unification programs are accepted and accomplished. The unincorporated communities of Hope Ranch and Montecito are generally well established with high development standards. They are self-contained and possess strong identities. The City boundary surrounding the commercial development along Coast Village Road should not be expanded beyond its present location. Pressure to allow annexation of adjacent residential property for commercial purposes should be resisted and discouraged. The boundary between the City and Montecito south of Highway 101 is a satisfactory one and should be maintained in its general location.

Historically, the direction of City growth has been westward toward Goleta. Prior to the final decision being made relative to the status of the Goleta area, a westerly limit for expansion should be set. An interim logical and suitable limit is offered by a "greenbelt" of publicly and privately owned land west of San Marcos Pass Road. The belt trends north to south and consists of San Marcos Golf Course, San Antonio Creek Channel, County Schools Administration Complex, refuse transfer station (proposed regional park), General Hospital and County government complex, Juvenile Hall-La Morada and County fire station complex. This greenbelt, along with the stable Hope Ranch Residential area, presents a logical and easily recognized City boundary.

Much interest has been expressed locally concerning the possible incorporation or annexation of the Goleta area. An evaluation of either course of action is beyond the scope of this General Plan. A matter of such complexity and import can only be decided after a thoroughgoing and objective study is conducted as a cooperative venture involving the City of Santa Barbara, County of Santa Barbara, State of California, Local Agency Formation Commission (LAFCO) and other local Government entities. Such a study should be commenced immediately, followed by positive action to change from its present situation.

HOUSING

Community Housing Needs

State Planning laws were recently amended to require a housing element in all General Plans. In its simplest terms, a housing element of the General Plan concerns itself with an objective appraisal of community housing needs and formulation of goals to make adequate provisions for the housing requirements of all economic segments of the community.

The housing problem as it relates to Santa Barbara is twofold: First, a small but visible part of the total housing units in the City is dilapidated or in a state of deterioration. This segment is estimated to represent ten percent of the City's housing stock. Second, the construction of new and replacement housing in the City and South Coast area has fallen far behind the demand, especially in the market for dwelling units of the price range affordable by low- and moderate-income households.

In regard to existing substandard housing, the General Plan recommends a program of structural rehabilitation aimed at the upgrading of the housing stock in combination with a housing maintenance program to lessen the inroads of deterioration. Building and Housing Code enforcement is the practical means to promote rehabilitation of substandard units. Unless maintenance and rehabilitation of the present housing supply is undertaken, new housing cannot be expected to enlarge the total housing supply.

Given the existing pattern of high construction and land costs, a substantial share of the lower-income families in the City cannot afford adequate housing without paying a disproportionate amount of their income for the facilities. Under these circumstances, the use of government subsidies appears both warranted and necessary. There are at present two approaches to the production of subsidized housing. One is to select a compact area for neighborhood redevelopment, such as the 42-acre Presidio Springs project on the eastside, and the other is to distribute new housing on a scattered site approach. Both methods are valid provided architectural and environmental quality and amenity are not lost in the process. Furthermore, under no circumstances should the residential densities of the General Plan or the existing zoning ordinance be exceeded because of theoretical pressures to cut unit costs to accommodate public or subsidized housing.

The General Plan recommends that the City adopt the following programs and activities to alleviate present housing problems:

1. Utilize appropriate federal housing programs to supply a wide range of housing types sufficient to meet documented needs. This housing resource shall be in context with a sound budgeting and scheduling program, and may include neighborhood redevelopment projects (such as the Presidio Springs Project), public housing owned and administered by the local Housing Authority, and leased housing in cooperation with private landlords.
2. Conduct a systematic code enforcement program designed to rehabilitate existing substandard housing.
3. Continue the present practice of selective code enforcement to supplement the efforts of the broader enforcement program above.

4. Maintain adequate and qualified staff to support the City Housing Authority, Human Relations Commission and other appropriate agencies in order to keep required background information up to date and to diligently pursue the housing problem and provide for rehousing of displaced families.
5. Enlist the aid of private enterprise to make use of available programs to create low- and moderate-income housing.

SECTION IV

IMPLEMENTATION AND REALIZATION OF THE PLAN

The purpose of the General Plan and the guiding principles behind every policy of the governing body should be to serve the people, to improve their environment and to enhance their economic and social opportunities. The General Plan, as a public policy, will perform its function if it inspires people to act in a coordinated fashion in their own interest, both publicly and privately.

The primary tools by which the General Plan will ultimately be effectuated are ordinances, public financial participation, private development, and public vigilance.

THE SUBDIVISION ORDINANCE

The subdivision ordinance should contain provisions making possible the construction of planned residential developments, rather than encouraging, as it does, the subdivision of land into single-family, minimum-lot-size developments which are responsible in so many cases for the inappropriate use of land relative to the natural qualities of that land.

STREETS AND HIGHWAYS

We have already mentioned the desirability of the enactment of building setback ordinances on those sections of the primary circulation system which do not at the present time have such setbacks imposed. In addition to this, the precise study of local streets leading to a Precise Plan of future local street development should be undertaken so that such a plan can be adopted and used effectively in conjunction with the subdivision ordinance to facilitate the orderly growth and development of those now undeveloped portions of the City.

QUALITY CONTROL ORDINANCES

Throughout this report emphasis has been placed upon quality. It is recognized that this is an area of governmental activity which has in the past been limited by the courts. It must be demonstrated that such quality controls are within the authority of the governing body to enact laws protecting the health, safety, and general welfare of the people. Attention to quality, however, must be an integral part of all ordinances relative to urban development regulation. Furthermore, public works developments by the City must set the example for private enterprises in the matter of quality. Not only must the City follow its own ordinances relative to quality of development, but it must make every effort to go beyond the minimum standards which it would impose upon private developments.

BOND ISSUES

The proposals of the General Plan, taken in total, involve a tremendous expenditure of public funds over the years. The extent to which current tax revenues could be appropriated to accomplish these objectives would be insignificant regardless of the amount to which these revenues were increased. At the same time, land which ultimately must be acquired for the provision of rights-of-way for the primary circulation system, for parks, schools, and other public uses, is increasing in cost and is being developed. The citizens of Santa Barbara should not hesitate to go to bond issues to acquire needed land at the earliest possible time and to allow the generations which follow to participate in the payment for these facilities as they are used. It is imperative that this generation have the foresight and the courage to take the broad steps forward in setting this land aside for future use and to pay for their share of it during their own use of the facilities. Any actions short of this will mean exorbitant costs or substandard facilities, and probably both.

**PRIVATE
DEVELOPMENTS**

Over the years, the majority of development will be the result of the investment of private capital rather than of public funds. The General Plan can be most effective in this function as it establishes the policies for the development of public works. It is up to the private developer to take advantage of the opportunities that are defined in the General Plan proposals and to recognize the fact that the ultimate urban pattern proposed by the General Plan is that within which his investment will find its greatest stability.

**PUBLIC
VIGILANCE**

It is inherent in the conduct of public affairs that a governing body will hear most from those private individuals and pressure groups which seek to secure their own interests by deviating in some manner from the existing codes and standards. Public hearings are filed from the top to the bottom of the agenda with petitions and proposals which run counter to the policy for orderly growth established by any General Plan. It is here that the citizens of the community whose interests lie in protecting the character and quality of the community can participate by supporting their governing bodies in efforts to uphold the sound policies which they have established. The petitions of those who want special consideration for themselves or some immunity from the enforcement of regulations which should be applied equally to all are many times convincing solely because of the lack of voice of the broad cross-section of the public, rather than because of any rational qualities in the proposals themselves. Every citizen has a large stake in the future of his community and each must be willing individually and in groups to take an active part to assist their government, giving the men and women whom they have elected every possible aid so that representation can be accurate, effective, and meaningful.

Throughout the course of preparation of the General Plan, citizen groups representing commercial, social, and residential interests have been involved in the planning process and have been most cooperative and of inestimable assistance to the consultants and staff in the development of these studies. If this level of community interest in the planning process continues in the future, the General Plan cannot help but be well on its way to effectuation.

**THE CAPITAL
PROGRAM**

Public works projects are scheduled according to programming policies and priorities developed in the City's Capital Improvement Program. It is evident from reading the long-range recommendations for public works projects as outlined in the General Plan that a high degree of coordination is necessary between the Capital Program and General Plan.

This coordination can best be served by requesting the City Planning Commission to review each proposed Capital Program for compliance with the aims and goals of the General Plan as is required for general law cities operating under the current State planning law. The Commission should also share in the responsibility of developing the order of priority for public works projects recommended in the General Plan.

**WHEN WILL
FULL
REALIZATION
OF THE
PLAN
OCCUR?**

If this question had to be answered in one or two words, the answer would have to be "probably never." The General Plan is a compilation of many elements, all of which can be accomplished in a lesser or greater degree. Some elements of the General Plan may be accomplished in as few as three years. This could very well be true in the case of the acquisition of land for future parks. Other elements, such as the complete Harbor development, could well take as long as fifteen or twenty years. The primary circulation system will be accomplished by a program of year-to-year acquisition of rights-of-way and development and widening of streets. The actual pace of this progress will be determined in large

part by what the future holds in population, traffic volumes and the economic ability to pay for the improvements. Private actions guided by the Plan can be immediate and continuous. The General Plan must be continually studied and reviewed in the light of current trends and techniques and be constantly updated to reflect such changes.

THE ZONING ORDINANCE

The land use proposals of the General Plan rely primarily on the zoning and subdivision ordinances and the Capital Improvement Program for effectuation. The existing zoning ordinance, while adequate in a general way to regulate the location and extent of growth in the various residential, commercial and industrial categories, is significantly lacking in clarity, continuity, and consistency. These problems result from the fact that the present ordinance is based on the original comprehensive zoning ordinance adopted in 1930, with a revised ordinance following the same structure adopted in 1957, and to which hundreds of amendments have been made.

Since 1930, however, many basic zoning concepts have changed, as have construction and development techniques and requirements. Land use today is subjected to influences which were hardly considered in 1930.

It is recommended that the following steps be taken to update both the zoning ordinance text and the zone map of the City of Santa Barbara:

1. A suitable modern format for the zoning ordinance should be devised and the regulations and standards contained in the existing zoning ordinance should be translated into this new format with as little change as possible being made in the existing provisions. This changeover to a new format should be accomplished as soon as possible. This will provide the framework for introducing new and appropriate procedures, eliminating outdated procedures, and revising standards where necessary.
2. A continuing process of study should then be instituted to examine each chapter and section of the ordinance and make necessary revisions thereto. This should be done, as much as possible, a piece at a time so that large and important changes are not overlooked or passed by unobserved because of a wholesale revamping of the ordinance.
3. The zoning map should be examined for inconsistencies and inappropriate zones and these indicated map changes made, once again on an area-by-area basis so that the program of updating does not become bogged down as a result of the number of properties which might be affected. Strong emphasis should be placed on rezoning to conform with General Plan provisions.
4. A separate zoning office should be established, responsible for administration and enforcement of the zoning ordinance, and fully staffed to effectively assure substantial Citywide compliance with zoning regulations. Only through effective administration can zoning accomplish its roll of community improvement and enhancement.

UNDER- GROUND UTILITIES

Within the last decade there has been an ever-increasing public demand for underground power and communication facilities. In response to that demand, the City Council adopted an ordinance in 1964 requiring the undergrounding of utilities in new subdivisions. The reasons for adoption of the ordinance include

a desire for a more attractive community, greater public safety, and increased operational efficiency of the utilities.

In 1967, the California Public Utilities Commission (PUC) authorized and directed changes in utility company rules to permit replacement of existing overhead poles and lines with underground facilities at the utility's expense. A five-block area east of the downtown district is scheduled for underground conversion under these new rules with completion scheduled for mid-1971.

Including the above described project, only eleven percent of the City has underground utilities. Progress to date has been excessively slow. The General Plan recommends an increased tempo for underground conversions with an ultimate goal of complete underground utilities for the City area within this century.

As a realistic orderly guide for attaining the goal of Citywide undergrounding, the General Plan recommends the drafting of an underground utility master plan by utility, citizen, and government interests, which plan would indicate the location, extent, and approximate time scheduling for future conversion projects. The present method of financing conversions through use of utility company revenue funds should be expanded to meet the long-range goal outlined above.

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